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He thought that using a “family name” meant that he would face problems when he wanted to expand his school for franchisees in the future. Some potential franchisees might feel uncomfortable if they were joining a school with a different family name, Tai thought. That could become one of the reasons a potential franchisee might not want to join. If naming the school using its position in the cultural education market, with phrases such as “tuition centre”, “talent class” or “tutoring class”, it might be difficult to integrate other subjects in the future. Therefore, Tai didn’t consider those options. Tai wanted to emphasise the commitment of “profession and authority”, outstanding teachers, skilled and professional teaching, friendly service to parents, and comprehensive operations and management. If Tai’s institute could meet those standards, he believed that he could recruit more students than he expected.

Therefore, Tai Chiang Ching came up with the term “classical.” He thought the name was easy on the ear and easy to write. Everyone could comprehend its real meaning when hearing it. Thus, he officially named the abacus mental arithmetic institute he established as “Classical Mental Arithmetic.” Since he also wished his abacus arithmetic education enterprise to be expanded to English speaking countries, he asked some English teachers for advice and gave the institute an English initial of “CMA”, which is indeed a great name and easy to remember. The name only implied Tai Chiang Ching’s broad and far-sighted ambitions at that time, but the concept of CMA could also be quickly expanded upon later. Tai Chiang Ching used up all of his \$70,000 NTD savings as the means

to unlocking the road to his dream. No job is easy at the beginning. At the beginning of starting the enterprise, Tai had to purchase a lot of desks, chairs and other teaching equipment. Although at that time Tai’s budget was already tight, his sister-in-law was giving birth and needed money urgently for maternity expenses. Tai Chiang Ching immediately helped to pay more than \$30,000 NTD for her hospitalisation costs. This showed Tai paid more attention to family than personal achievement and enterprise. He is a successful person who is willing to take care of family and put them first.

Although Tai Chiang Ching's father had objected to his eldest son receiving a higher education, he was touched by his son's efforts in learning how to start his own enterprise. Therefore, he strongly supported Tai in establishing his own enterprise. After one year, he saw his son planning to expand to 13 more schools, where he needed more teaching equipment, and he was worried that his son wouldn't be able to recruit enough students. If he managed to, how would he deal with the lack of equipment? Subsequently, Tai Rong-hui asked a friend who was serving as a music teacher at an elementary school to help him write a theme song for the CMA. He hoped that the students and their parents and teachers could learn to sing the song someday.

Entering into the market in Tainan City

Since Tai Chiang Ching's fourth aunt, Tai Shu-yuan, had gotten married and moved to Tainan City, she wanted to help her nephew to expand his enterprise. She suggested that Tai Chiang Ching develop his enterprise in Tainan City, since the population in Tainan had reached 700,000 people, far more than the 60,000 people in Huwei Township. Besides, most people in Huwei were farmers, who usually wouldn't send their children to a tuition centre. However, families in big cities were usually wealthier and liked to spend extra money on their children's education. Tai Chiang Ching pondered this and thought that his aunt's suggestion was good, so he took an exploratory trip to Tainan. By then, Tai had already established 13 classes teaching abacus mental arithmetic in Yunlin County, including those set inside local councils, town halls and day care centres.

In 1985, Tai Chiang Ching decided to establish a centre near Chongsyue Elementary School. He came across a parent, Wang Shi-jia's mother, who lived near Degao Elementary School in Tainan and suggested that he explore the school's neighbourhood. He found office space (now across from the CMA headquarters) available for rent, so he rented the space as the "first stop" for him to expand his enterprise in Tainan.