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CMA was able to succeed in expanding its business to Malaysia because the learning of abacus mental arithmetic became popular in Malaysia, especially after the program “Abacus Talent Golden Brain” from “Five Light Award” produced by TTV was broadcasted there, starting another great wave of interest in the learning of abacus mental arithmetic.

Because of this great mass fervour for abacus mental arithmetic, many abacus mental arithmetic industries began to open schools in Malaysia. Tai Chiang Ching actually entered Malaysia ten years after them. However, as CMA established itself in Malaysia and held its first workshop, a large number of students and parents were attracted and almost everyone was interested in registering. Within a few years, there were more than 70 CMA franchisees in Malaysia, the country that is seven times larger than Taiwan with population of 28 million, and became one of the top institutes there.

Tai Chiang Ching clearly saw that if he could successfully replicate the system in one English dominant country, he might also be fairly successful in other English dominant countries. Similarly, if he could replicate the system to one province in China, the rest of provinces in China could all follow it.

Ambition to expand franchise system overseas

After Tai succeeded in expanding his enterprise to Malaysia, he continued to expand his career territory worldwide. Besides Taiwan, Hong Kong, and Malaysia, he currently already has franchises set in New Zealand, Singapore, India, Egypt, Sudan, Macao, Nigeria, Philippines, California, Indonesia, and provinces and regions in China, such as Guangdong, Jiangsu, Xiamen, Changsha, Hubei, Fuzhou, Nanchang, etc. Tai has established general agent in each area for franchising business. Thus, CMA had become an international educational institute in abacus mental arithmetic.

Tai Chiang Ching asked himself, “Under the One Child Policy in China with population of 1.3 billion, how do I develop my enterprise in China? How do I compete with enterprises that have much more

funding and experience, and have also entered China's market earlier than me? There had been lots of industries investing in China that did not succeed. What should I do to avoid failure?" Tai entered China to expand his franchising business in 2002, which was ten years after the cross-strait economic exchanges and trade policy was implemented. Between 2007 to 2011, Tai's franchise business had already expanded to Guangdong, Jiangsu, Ximen, Hunan, Hubei, Fujian, Jiangxi and Nanchang.

In early 2000 when Tai decided to expand his enterprise overseas, he talked about his "ambition" with his family and wife, explaining that he intended to "establish general agent offices in 20 countries and regions" before the age of 60. At that time, his wife Hsu Hsiu-yun, his best friend Wang Sen-liang and other family members and friends had no confidence in his plan. They even advised him not to have such great and risky ambitions. However, Tai has proved it successfully. His target has been achieved.

Tai Chiang Ching placed a "dream board" in his office and would set up a target each year on the board. He could accomplish almost all of his annual goals. Tai said that he originally wanted to aim for "45 countries." However, he dared not commit to it because he knew that it was too difficult to accomplish. Therefore, he modified his target to "establishing general agent offices in 20 countries and regions." He believed that as long as he had the courage to set such a target and work with consistent effort, there will be people who will help you to achieve them.

Establishing general agent office in Singapore

In 2004, the wave of interest in abacus mental arithmetic also hit Singapore, so Tai started to expand his franchising system to Singapore.

More and more people heard of CMA and contacted Tai, seeking to become the general agent for Singapore. However, they were simply asking blindly without interest in understanding CMA's background. Therefore, Tai asked those people who had the intention to become general agent of CMA in Singapore to accept basic teacher training. Tai believed that if the general agent could

receive the training and recognise CMA's value and philosophy, they would be dedicated to the business.