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Entering and deep-rooted in China

Although Tai Chiang Ching was already an entrepreneur who had an international franchising business, when he went to China to expand his enterprise, he was willing to start from zero. He would stand in the busiest street and ask people walking by, “Do you know what abacus and mental arithmetic is?” “Do you want your child to learn abacus mental arithmetic?”

Since the cross-strait economic exchanges and trade policy were implemented, the opportunity for interaction had been opened. Facing the greater market of China, many Taiwanese had gone to China to invest and establish offices. Tai Chiang Ching had also started getting to know about abacus arithmetic in China since 1998 when there were exchange events on abacus arithmetic between China and Taiwan. Tai also participated in these kinds of events in order to observe the market of abacus mental arithmetic education in China.

Although everyone wanted to invest in China, Tai wanted to make his own business more stable and then thought about expanding.

China's economy is growing since 21st century. As Tai successfully established a franchise in Hong Kong, he's more confident in setting agent offices in more regions beyond China. Tai thought that the market in every province in China would be bigger than Taiwan, so he planned to set an agent office in each province. In 2006, he went to China to conduct exploration in Shenzhen,

Shanghai, Guangzhou for one month. In Shenzhen, he visited a friend he had made when he was participating in a potential development education class in Taiwan. He then learned that the friend wanted to focus on the adult education enterprise, and was not willing to join the field of children's abacus mental arithmetic education.

Tai then went to Shanghai and saw how prosperous the city was. However, he didn't have any friends in Shanghai to help him so that he couldn't start his business immediately. Finally he learned there was an educational institute called "Youth Palace", similar to YMCA in Taiwan, which received government's subsidies in China. Since it was a not-for-profit organisation and frequently held activities, many students were attracted there due to the low fees charged. Tai then asked the institute if they were interested in holding a class for abacus mental arithmetic. However, the institute replied that they would only provide activities related to calligraphy, painting, singing and Chinese chess, but not abacus arithmetic.

In January, 2007 before Tai went to Guangzhou, he wanted to understand more about the city. He therefore conducted some research about the city, key characteristics, population, language, culture, economic condition, ability to spending, etc. After he had arrived at Guangzhou, he started to look for the busiest areas, such as downtown, the financial district, department stores, traffic centres, cultural and educational centres, etc.

Actually, Tai was observing the characteristics and status of the city and its local residents as he was pondering various plans in his mind.

Tai knew that he had no reputation in a strange city, where no one knows the advantage of learning abacus mental arithmetic. He didn't know where to begin his career. Tai wanted to follow the path that he had established with the CMA institute in Hong Kong by transferring the agent authority to others afterwards. "Maybe I can establish a general agent office in Guangzhou," he thought. The reason he considered setting up an office in Guangzhou was that, firstly, Guangzhou is the capital of Guangdong province; secondly, it's convenient to move back and forward from Taiwan to Guangzhou; thirdly, he found that the workshops held in Guangzhou could attract hundreds of people and attract about 20 serious registrations each time he held a workshop there. Tai thought that if he could hold a workshop and attract about 50 people, it would be good enough if only ten of them showed interest in signing the contract with him.

