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Although the salary was low, Chen was still willing to take the job.

After Chen took the job of flyer distribution, he often talked about CMA with Tai. Tai felt that Chen and some other distributors were honest young men, so he decided to hire them as teaching assistants, who might be promoted to teachers if they showed excellent performance. These young men were very excited about the news that they could have the chance to become a teacher. Tai told them, “If you are willing to learn and spend extra time to study abacus arithmetic, then you have a chance to become abacus mental arithmetic teacher.” However, while these young men may be interested and willing to learn abacus arithmetic, but they didn’t have money to pay for the tuition fees. Tai then left the offer open to them until they had the income to afford the tuition.

Tai thought that he could train these young men as seed teachers who could open a CMA institution in the future when they go back to their hometowns. After Tai trained them for half year, he encouraged Chen Zuoyu to take over the agent business of CMA in Guangdong province.

While Chen was learning from Tai, he started to believe teaching abacus mental arithmetic to be a career with good prospects. Unfortunately, he didn’t have money to pay the franchising fee. Tai understood his condition and allowed Chen to pay in instalments.

The first workshop held at CMA franchise headquarters in Guangzhou didn’t attract anyone to participate, since local residents were only willing to join the events that were held in the community centre. Tai then changed the location to the meeting room in the community centre or hotels. In the beginning, although there were as many as 50 people participating in the workshop, nobody showed interest in signing a contract. However, Tai didn’t want to give up and prepared for a “long-term battle”.

Gradually, there were some parents willing to bring their children to join the trial class. Some parents came from very far away. The parents of Chen Yihai, recruited by CMA franchise in Guangzhou

had earlier searched everywhere in China for a good institute for their child to learn abacus mental arithmetic, because Chen was different from other children and had developmental delay. His doctor suggested the parents have the child learn abacus mental arithmetic. Yihai was very happy attending the class in CMA even though he had to spend three hours commuting to the centre, but they never complained about it.

Although Chen Zuoyu could follow previous models CMA established in other countries after he took over the agent business in Guangzhou, he was still a beginner in operating business. He encountered some difficulties. He then asked Tai for advice via e-mail and Skype, such as about recruitment, franchisee workshops, trial classes, teacher training, etc.

Tai often encouraged him and talked about how to improve marketing strategies. Ten months after Chen took over agent office in Guangzhou, the CMA in Guangzhou had finally started to grow stably with hundreds of students.

✘However, Tai and Chen terminated the contract on March 15, 2011, due to having a conflict in operational approaches.

Establish general agent office in Suzhou

Suzhou in Jiangsu province is a cultural city with 2500 years of long history. It's not only a tourist destination, but also a market that has attracted a lot of Taiwanese investments.

The agent office in Suzhou was begun by Zhu Shuhua, whose 5-year-old daughter attended class at CMA.