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**Zhu originally worked as an engineer in Singapore for eight years. However, he wanted to move back to China but didn't know what he could do after going back to his home country.**

**Meanwhile, he found out that his daughter's skill in calculation had improved significantly after learning abacus mental arithmetic for three months. Her reaction and concentration had improved, and calculating speed became faster than before. She was very happy attending class in CMA. She always reminded her mother to take her to the class on time. Zhu was amazed by his daughter's improvement, because she was very poor in calculating before she learned abacus mental arithmetic.**

**Before she attended the class in CMA, her reaction was slow and lacked confidence compared with other peer children in the kindergarten. However, everything changed after she attended the class in CMA. Thus, Zhu recognised CMA and thought, "There are a lot of children in China. There must be many parents who want their children to improve in their performance at school. They also hoped their children would learn happily, becoming more confident and smart." Thus, he contacted Tai Chiang Ching through Zheng Shi-qing's help and showed that he hoped to obtain agent authority for CMA and bring it to Suzhou.**

**Zhu Shuhua attended teacher training in Guangzhou in July, 2007. He lived in Guangzhou for two weeks and observed how to operate CMA. After finishing teacher training, he obtained the agent authority of Suzhou. He then resigned from the position in Singapore and moved back to Suzhou with family. He formally established CMA franchise in Suzhou at the end of 2007.**

**Headquarters of CMA in Suzhou established in Suzhou Industrial Park in the suburbs. The population of this place might be growing into about 600,000 to 700,000 people. The headquarters was established on the second floor of a business building, and the first floor is a mall. Zhu held a workshop on the second floor in the beginning, but it didn't attract many people. Then Tai suggested he rent a space in the mall during weekends, to promote CMA just the**

way products are promoted, and hold a trial class in the headquarters on the second floor.

As expected, this time the workshop and free trial class attracted many parents and students to enrol. In addition, more than 30 students were recruited within two months. This kind of marketing method became an example for other agent offices to follow. Tai even called Chen Zuoyu, general agent of Guangdong, inviting him to conduct an exploration in Suzhou.

## **Establish general office in Xiamen**

Xiamen was one of the cities open for business in the Special Economic Zones of China. Although the geographical size of Xiamen is not big, the population has grown to 2.5 million people. Thus it is a prosperous city with high population density.

Since the establishment of the Open Door Policy in China, the local government in Xiamen conducted a series of large-scale construction work. Thus the economy in Xiamen had grown significantly in the past twenty years. The GDP in 2009 had reached 64,000 yen, attracting many Taiwanese and foreigners to invest.

In terms of the development in the cultural education industry, Tai had confidence in the market in China. He had successfully established CMA in Guangzhou in 2007, then transferred the agent authority to Chen Zuoyu. He then authorised him to establish the CMA franchise in Suzhou in 2008. However, there were still more provinces in China waiting for Tai to develop.