目标57

During September, 2008, Tai went to CMA's agent office in New Zealand and took this opportunity to visit his friend, Wang Senliang. He told Wang about his idea of expanding his career to China and heard some suggestions from Wang. Since they had similar ideas and opinions on how to invest in China, Tai then actively convinced Wang to operate and develop his CMA together in China.

After pondering and evaluating, Wang decided to give it a try. In January, 2009, Tai and Wang flew to Guangzhou together. They originally planned to go to Shanghai for some preparation tasks, hoping to establish the China headquarters of CMA there. However, Wang was not familiar with the environment in China, Tai then asked Wang to benchmark the operating situation in Guangzhou's CMA first. At the same time, Tai had to inspect the business in Guangzhou after a period of time. They therefore decided to go to Guangzhou first. They originally planned to stay in Guangzhou for a week, but after they arrived at Guangzhou, they attended a lot of activities, such as franchise workshops, parents' workshops, etc. They then changed mind and decided stay for a month instead.

During the month they stayed in Guangzhou, Wang Sen-liang took this opportunity to understand the situation of CMA's operations in Guangzhou.

Meanwhile he collected a lot of materials about every city of China and conducted some analysis. He found that although Shanghai is a prosperous city with a large population and residents who earned a high average income, the competitiveness in each industry was also very great. Besides, establishing a headquarters in Shanghai required the payment of higher rent and more operation capital with high risk. He therefore suggested choosing other cities or special zones to start with.

Wang suggested Xiamen, Fuzhou, Hangzhou and Nanning as the places for initial development, since these cities were also prosperous enough with large populations and good economic conditions. Besides, they were all close to Guangzhou and it would

be easy to get support from Guangzhou if needed. They talked this issue over and came to the conclusion that the city of Xiamen could be the best one to start with. They then decided to conduct an exploration to Xiamen together during the lunar New Year holidays. During the week they stayed in Xiamen, they visited and observed some day care centres and tuition centres teaching English.

They found Xiamen to have developed and modernised very well. The quality of the environment and residents was encouraging. People's incomes were higher as well. Parents tended to give more attention to the education of children. Particularly striking was that the culture, living habits and customs, and dialect spoken by the local residents were similar to Taiwan. Xiamen was also the first city in China to have opened to Taiwan, so there were already many Taiwanese merchants and businesses settled there. Local residents are friendly to Taiwanese and like Taiwanese products. After direct cross-strait flights opened, it became more convenient to go back and forth between Xiamen and Taiwan.

Based on the advantages mentioned above, Tai decided to give up setting the headquarters in Shanghai and establish it in Xiamen instead.

In February, 2009, Tai and Wang began to prepare to establish the general agent office of CMA in Xiamen. They first conducted an overall evaluation on environment, analysed the lifestyle of local residents, compared other educational industries, surveyed the community and school districts, etc. Finally they found a space to establish the office at Lotus Mall in Siming district, Xiamen City, one of the busiest and most prosperous areas. Lotus Mall, with its excellent location and environment, is a high-class centre combining business and residences with kindergartens and elementary schools nearby, thus making it suitable for the location of an educational institution.