

害羞的創業家?

An entrepreneur who used to be A Shy Girl?

校友專訪 / Alumni Feature

莊明欣, Rainbow
2012年墨爾本理工商業市場學高級文憑畢業
為樂恩肌研美容中心的創辦人

Chong Ming Yan, Rainbow
2012 Advanced Diploma of Marketing, Melbourne Polytechnic
The owner of Lok Yan Spa and Beauty Centre

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“An entrepreneur has to be confident and pragmatic as well as achieve his / her goal with a step-by-step plan.”

2012年畢業於市場學高級文憑的Rainbow，沒有跟大夥兒一樣成為打工族，「膽粗粗」去了創業，現為美容美甲店的老闆娘。

「我認為創業者需具有自信及務實的特質，按部就班向目標邁進。」今天Rainbow會自信地表達創業的心得，可是，過去的Rainbow就連創業家的特質也不曾擁有，「我以前沒有自信、怕醜，根本沒有想過創業，對前景也感到徬徨。」

雖說創業家的特質是與生俱來，但也可以透過後天的訓練培育出來，Rainbow就是一個好例子。

Rainbow, who was a graduate of HKUE's Marketing Programme in 2012, is now the owner of a beauty shop.

“An entrepreneur has to be confident and pragmatic as well as achieve his / her goal with a step-by-step plan.” These are the characteristics that Rainbow thinks an entrepreneur should have. However, she did not possess any of them in the past. “I used to lack confidence and I was shy. I felt perplexed about my future and I have never thought of starting my own business at all.”

Although the qualities of an entrepreneur to a certain extent are innate abilities, they can also be trained.



自信·勇敢

Rainbow身形嬌小，第一個聯想到的形容詞就是「弱不禁風」。可是，她開口卻是振振有詞，言之有物。

「家人本打算送我到外國升學，但我卻不捨得離開他們，正在忐忑之際，有天參加了HKUE的課程講座。我一聽見內容便覺得歡喜，因為HKUE採用澳洲的升學系統及教學模式，我不用到外國也能接受澳洲的教育，所得到的學歷更具國際性認可，而且上學的時間也十分彈性，後來我也利用這個優點，存了一筆資金創業。」

「入讀HKUE前，我連跟其他人打招呼也不敢。當時的同學對答好叻，我就參考他們Presentation時的演練方法，老師也常常指導我如何有層次地表達自己，我便照他們的意見反覆練習，改善演說技巧，後來我說話愈來愈清晰，演說一次比一次做得好。」

後來一次富有挑戰性的旅行活動，竟為Rainbow帶來徹底的轉變。

「Year 1時學校舉辦了行山活動。我好久沒有行過山，未開始已認定自己沒辦法走畢全程。當日，我行到一半已經想放棄，但我卻叫自己堅持下去，我決定跟同學們邊走邊笑去分散注意力，最後我能完成整個路程！經過這件事，我發現我不應該太小看自己。」這個活動讓她打從心裏相信自己，幫助她面對將來的困難。

「試過生意差到沒有錢找數，不過我年輕，仍然可以堅持及嘗試。」Rainbow眼神裏充滿自信的光芒，大抵中學時期的Rainbow，沒想過今天自己會變得這樣勇敢。

務實·實踐

入讀HKUE前，Rainbow對前途仍甚感迷惘，但市場學課程的多元性，啟發了Rainbow如何務實地掌握自己人生。

「Marketing的知識能應用到不同的範疇，令我明白我可以選擇各樣的路，我開始思想經營生意。學校上課時間彈性，所以我可以半工讀賺錢，存了一筆資金。當時我分析過創業需時，所以我選擇趁年輕去嘗試。」

創業的過程中，態度有時候比技巧來得重要。

「以前我最喜歡『臨急抱佛腳』，在HKUE才學懂做事要循序漸進。我透過學校的Group Work明白這個道理。做Project每個環節都有關聯性，我們必須完成第一個步驟才可做第二個，加上老師要求嚴謹，我們更加不會省略任何的部分。當時的同學都計劃周詳，因而改變了我的人生態度。」

學以致用

除了性格特質，理論融入操作也是創業裏重要的一環。

「老師常透過不同的實例，甚至自己的經歷，教我們如何運用不同的理論。記得教『Customer Loyalty』一課時，老師從頭到腳也穿著了自己最喜歡的品牌來上課，使我對客戶忠誠度的重要性留下深刻印象，我的店舖推廣也很重視現有的客戶群，例如VIP客戶在本店購物有折扣，節日期間也會推出優惠或套票回贈現有客戶。」

Rainbow在HKUE所接受的教育和訓練，為她奠定了良好的基礎，由一名害羞的小女生，逐步蛻變為自信務實，學以致用的創業家。



務實的Rainbow總是親力親為，由入貨、客戶管理到教導同事都「一腳踢」，不會假手於人。Rainbow attends to everything in the shop, including purchasing, customer management and staff training, without asking others for help.

Confident & Courageous

Rainbow is a petite girl, who seems to be weak in appearance, but what she said is amazingly convincing and pointed today.

“Initially, my parents wanted to send me abroad, but I knew I would miss them a lot. So I didn't want to go. While I was still struggling, a friend of mine invited me to attend an HKUE's seminar. I was so happy that I had attended the seminar because I found a way that I could enjoy a western learning style without leaving Hong Kong. HKUE has adopted the Australian education and teaching system. All certificates are conferred by famous colleges or universities in Australia, which are internationally recognized. The school hours are very flexible too, which enabled me to save money for my entrepreneurship afterward.”

“My presentation skills have improved a lot at HKUE. Before that, I was even afraid to greet the others. My group-mates are smart and clever, so I always learned from their presentations. Teachers always gave me fruitful comments on my presentation as well. I then went home and practiced repeatedly, and my presentation skills became better and better.”

A fundamental change then happened on Rainbow after she had participated in a challenging school activity.

“The school has once organized a hiking activity for us. I immediately thought I would not be able to finish the whole journey because I had not exercised for a long time. But finally, to my surprise, I was able to complete the whole journey together with other classmates, which I initially decided to wait for them at the bottom of the hill in the middle of the journey. I then realized that I should not look down on myself.” Rainbow started to believe in herself as the hiking activity had explored her potential, hence improving her self-esteem. This has also paved the way for her to face the difficulties in her journey of entrepreneurship.

“There were times that the business was so bad that I couldn't pay the bills. Fortunately, I am still young, and I have time to try.” Rainbow said firmly, with confident glow in her eyes.

Pragmatic and Practical

Before entering HKUE, Rainbow was puzzled about her future. However, the diversified programmes of HKUE have inspired Rainbow to grasp her future pragmatically.

“Marketing graduates can work in different job functions or industries, because marketing knowledge can be applied to many areas. I was then inspired to start my own business. HKUE's school hours are rather flexible, so I could do part-time jobs and earn money at the same time. I understand that starting a business takes time, so I have decided to do it when I am still young.”

Furthermore, attitude is sometimes more important than skills for entrepreneurship.

“I used to start working at the very last minute before the deadline, but through different group work I learned how to complete a project in a step-by-step manner. It is because, unlike a single task, a project is built up by many tasks that are inter-related. We need to finish the first task before moving on to the second one. Moreover, teachers were strict with us too, so we wouldn't miss any steps in between. My group mates were very well-planned as well. All these had great impact on my working attitude.”

Putting Knowledge into Practice

Putting knowledge into practice is also essential for entrepreneurship.

“Teachers always illustrate different concepts with real-life examples and their own experiences. For example, when teaching the topic of ‘Customer Loyalty’, my teacher wore his favorite brand to class, from head to toe, which made the idea of customer loyalty very impressive to me. Today, I also carry out different customer loyalty programs to retain my customers, including special discount rates and special package offerings to existing customers.”

The training and education that Rainbow had received at HKUE built a good foundation for her entrepreneurship. Today, Rainbow has transformed herself into a pragmatic and well-planned entrepreneur.