

## PENINSULABUSINESS

# Dedication, diligence and delegation

## Peninsula trio have a winning formula for business success

by Tracy Holmes

Staff Reporter

**D**avid Wen, Bryan Chou and Andrew Chen have learned the power—and profit—of business management.

In three years, the teens have gone from tending neighbourhood lawns to cashing in on vending machines, to taking their business acumen international.

Their efforts at enterprise earned them the cash to fund an 18-day trip to Japan and Taiwan; the time to stay involved in band and still spend hours playing softball, volleyball, and badminton; and the reputation for getting the job done.

It's kept the contracts coming, and won them top honours for Self-Employment Initiative in Surrey's ninth Youth Recognition Awards earlier this month.

"It's just good experience," Wen said before heading to band practice at Elgin Park Secondary, where he attends Grade 11.

"Us three just wanted to make money, using the business concept."

The trio began down the business path when Wen was in Grade 9, after reading Robert T. Kiyosaki's *Rich Dad, Poor Dad*.

The book is not about how to make money, Wen explained.



It's the perspectives of three businessmen who succeeded by making their money, not their time, work for them.

That concept appealed to them, and the three friends began to experiment.

"Basically, how to manage is what we're going for," Wen said.

"As we gain more experience...we cut down our own time and delegate the work."

Creating IYA (If You're Away) home care—tending gardens and lawns for people—they divided labour among them and hired friends to handle some of the calls.

After that first summer, Chen, Chou and Wen continued to brainstorm, holding tightly to the maxim: minimum effort for maximum results.

Those 7 a.m. planning sessions cooked up ideas that ranged from rice-based burgers to setting up a tandem-bike rental business on the beach.

**David Wen, Andrew Chen and Bryan Chou won a Surrey Youth Recognition Award for Entrepreneurs.**

Brian Giebelhaus photo



## YOUTH

# Offshore accounts bolster clientele

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Then they discovered vending machines.

They negotiated a deal to set up a treat machine outside a video store in Guildford's TNT Food Court.

They offered a 20 per cent cut to the store—in hindsight, Wen wishes they'd pushed for a better deal—revenue is “better than I thought it would be,” Wen said.

“Really well for how much we do.” The venture requires 30 minutes a month of their time.

IYA went international with the opportunity to translate books from Mandarin to English for a private Kinder-

garten in Taiwan.

Wen said the school, American Eagle, was so impressed with the work, the teens were asked to produce a three-year science program for its students, complete with 120 lab studies, illustrations and instructions.

The three managed these first two contracts on their own.

When a third contract to produce math curriculum was offered, they organized a format and schedule for the project, then recruited 20 students to do the leg work.

When all was said and done, Ameri-

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*David Wen*  
*Young entrepreneur*

can Eagle had a series of six booklets for its students, and the team netted \$8,000.

Ever-enterprising, Chen, Chou and Wen created team IYA sweatshirts—a reward for the work and advertising for the com-

pany all in one.

The trio are in the midst of a fourth project for American Eagle.

Wen is confident they've found the right combination of experience, enthusiasm and foresight.

“We got pretty good reviews, so it looks like we're going on the right track,” he said.