

# **2012: JOANNA'S CAREER PASSPORT**

**Student ID: 14657652**

# MY CAREER PLAN

**Start my own Business**

- ✓ Setting up my own Pastry Cafe.
- ✓ Sourcing out for potential, pastry chief, vendors and suppliers.
- ✓ Locality check, market research
- ✓ Generating a series of marketing campaign.

**Marketing Manager**

- ✓ Lead the team and oversee the whole project.
- ✓ Maintain close relationship with vendors and partners.
- ✓ Development of branding and marketing strategies.
- ✓ Market Research

**Marketing Executive**

- ✓ Assisting the Marketing Manager in developing, coordinating, implementing & executing of campaigns and promotions.
- ✓ To generate new ideas/activities for product launch.
- ✓ Establish good communication and interpersonal skills with vendors & colleagues.

**Undergraduate**

- ✓ To complete my Bachelor Degree in Marketing & Advertising to understand the key concepts of both the industries.
- ✓ Working on real-time campaign projects to know what are the process needed to oversee a project from the start till end.

# INTERVIEW 1: OASISWEBASIA

## *A WEB DEVELOPMENT COMPANY*

### *Learning Point:*

- ✓ Simon Yap, the founder of Oasis Web Asia.
- ✓ A graduate from UniSim.
- ✓ Started his own business at the age of 24.
- ✓ A very determined and confident individual.
- ✓ Key Motivation: Passion



During the interview with Simon, he has shared with me his life journey. Because he did not come from a complete family, and him being the only child has taught him to be a very independent and motivated person. Working full-time and studying for his part time degree has definitely made him a stronger person. After graduation, with his relevant experience in the web development industry, he came out of his company and went to be a free-lance web developer, surviving only about 1.2k every month.

Over the years, he have done up very good portfolio and have gain him several referral projects. From there, he is now registered as a Sole Proprietor, leading a few programmers and as well as a few sales personnel.

Website: <http://www.oasiswebasia.com/>

***"I studied uni to fulfill my mum's wish, and it was a promise made when I was young."***

# INTERVIEW 2: FIRSTDAY

## *A FASHION RETAILER*

### *Learning Point:*

- ✓ Stacy Tjoa, the co-founder of FirstDay.
- ✓ Gave up her Curtin Degree to pursue her business.
- ✓ Started her first retail store at the age of 22 & her second store at 24.
- ✓ A bold and daring individual.
- ✓ Key Motivation: Passion



Stacy & I were very good friends since 7. We attended the same primary school and even classmates during our secondary school days. We basically watched each other grow and understand each other's behaviour and habits pretty well. When she told me about leaving Curtin to pursue her dream, I strongly encourage her because I believe with her interest in fashion and her creativity skills, she will definitely make it out there.

Time has proved and she is now a lady boss of 2 retail chain outlets at the age of 25. I truly admire her courage to drop out of school just to do what she thought was right. She once told me, even if she will fail her business, she has nothing to lose because she is still young and school is always open for her. Unlike business, when time is right, and you are ready, just do it !

Website: <http://www.firstday.com.sg/>

*"I did not regret leaving Curtin even though I was going to graduate in another 2 semester."*

# INTERVIEW 3: HUP TAT TRANSPORT

## *A LOGISTIC COMPANY*

### *Learning Point:*

- ✓ Jennifer Toh, the founder of Hup Tat Transport.
- ✓ A diploma holder.
- ✓ Started her own business at the age of 28.
- ✓ An enterprising and independent individual.
- ✓ Key Motivation: Market demand



Miss Jennifer, being a Director at the age of 28 of a Private Limited Company was really a very remarkable achievement. She entered into this industry not because of her interest, but because she spotted an opportunity for the market demand. Logistic industry has been on a rise back then and setting up a company was the most profitable business to do.

As a single-mother, she was actually having 2 kids, age 3 and 6 when she was starting up her business, facing many difficulties to manage both her family and her business. She told herself that she has to get through this to support her kids and her old aged mother. Pulling through all these years have finally gain her a staff strength of 6 admin employees, 30 over drivers and 12 trucks. Today, in this industry, she is now known as the queen of logistic with a very reputable and capable image.

***"Everyone can study, but how many people out there can start and maintain a business."***

# IN CONCLUSION

*Through the interviews I had with the above 3 entrepreneurs, I have come to understand that there are more than just skills and experience that I need to possess before starting up my own business. One of the most determining factors to sustain in business lies very much in one's determination and foresight. Especially after hearing their life journey; it makes me appreciate the every little thing that is happening around me. Regardless it is good or bad, I have to learn to embrace it and note down the learning point of each encounter.*

*“Every day is just another day if we don't think different”*



# NAME CARD REFERENCE



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FirstDay

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