



Photo with Founders



## An evergreen sunrise career worth your fight

**RCCA Agnes Hiew & Hendry Ho**

Former bridal shop owners

RCCA Agnes and husband Hendry are very experienced business people who have gone through the ups and downs of conventional business for 15 years. The rise of the online businesses that has overtaken the brick-and-mortar business further assured them to tell the world that the BE career will always top the trends as it combines the strength of both online and offline businesses.

### 3 bridal shops in their prime

This couple was involved in the bridal industry from young. After years of effort, they finally owned their bridal shop in Johor Bahru.

“There were good times, especially when access to the internet and photography equipment was expensive and uncommon. Bridal shops became the only choice for people to get nice wedding gowns and professional photo shoots. We even expanded to 3 branches during our peak in 2000. However, it became difficult to maintain the business when we entered the digital era as people had easy access to more choices and affordable options on the internet.” No matter how hard they tried, their 15 years of hard work eventually ended when they entered the new era.



Dream car



Photo taken with uplines



Hendry then returned to a 9-to-5 sales job while Agnes juggled two jobs as a WeChat merchant and make-up artist. “Of course, you can make money as a WeChat merchant or makeup artist, but the reality is that it won’t last long. As a WeChat merchant, I had to keep stock and bear the cost of damages to my stocks during shipment. Also, the ever-changing company policy really annoyed me. I also realised that as a makeup artist, no matter how good my skill was, clients would only have confidence in younger and prettier make-up artists. Sooner or later, I would become obsolete.”

### A business that always stays on top of trends

Agnes was instantly attracted by the car and house funds when she was introduced to the BE business. Already a satisfied product user, she was amazed at the business model.

“It doesn’t need any capital, employees or rent. It’s basically a risk-free business opportunity. We’re living in the internet age and health awareness is increasing. All we need is to share and build our network. With the BE4U app, we can easily access the international market. The BE business is that easy.”

As they pursued the BE business, they were amazed at the mentorship advocated here. “In conventional business, industry peers are your rivals. The competition is brutal. To survive and thrive, you have to be selfish. No one’s going to share their success recipe with you. But at BE, we advocate mentorship.

Everyone’s ready to guide and support you. Here, not only are you taught how to do business, more importantly you learn how to conduct yourself and how to care for the people around you. You also learn to mentor people, hone their leadership skills and help them build their business!”

Agnes and Hendry have achieved more than they ever imagined. “We’ve always wanted to move back to KL from JB to be close to our family. After 20 years, we finally did this.”



Product sharing



BE Lifestyle Travel to Korea



“This is the opportunity. Seize it, charge forward and don’t look back,” concluded Agnes.



BE Lifestyle Travel to Melbourne, Australia