



BE Lifestyle Travel to Japan



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**Our own success  
and legacy**

**RCCA Bryan Tan Wei Hao &  
Jessica Lee Siew Chin**

Family business's second-generation  
owner / Housewife

Many successful leaders have fulfilled their dreams at BE. RCCA Bryan and Jessica are among them.

### **FROM CONVENTIONAL TO INTERNATIONAL**

A dyslexic, Bryan quit school early and started working at a hair salon for some years before starting his own salon at 21. “My father and grandfather are self-made businessmen and I wanted to run my own business like them. But my first attempt was a disaster. My salon didn’t even last a year!”

After closing his salon, Bryan helped his father to run one of their family hardware stores. He managed the business well for 10 years but in recent years, the business wasn’t making as much as before. The business was getting more challenging.

When he was introduced to BE, he was instantly attracted by its marketing plan and business model. “The BE business integrates the online and offline platforms, and doesn’t require inventory. A conventional business is about making small profits and quick returns. It requires inventory and with inflation, we need more funds to keep stocks. At BE,



Bought our dream car

you don’t need to invest millions to expand your business internationally. All you need to do is share,” Bryan explained.

### **FROM HOUSEWIFE TO MOMPREENEUR**

Jessica was in the modelling business for 3 years before becoming a fulltime homemaker. “I was a happy housewife with a loving husband and adorable kids. But my life was monotonous. BE has spiced up my life. It has given me something to look forward to every day.”

Jessica shared that her aunt was impressed by her 5-figure income through the right platform and company. Her aunt said although she had worked as a PA for 20 years, her income had never hit 5 figures. “We cannot stress enough how important it is to invest your effort in the right platform. Just imagine a hardworking buffalo that tirelessly ploughs the paddy field. At the end, does the buffalo own any of the paddy fields?”

An inexperienced housewife, Jessica is proud that she has transformed into a mompreneur with BE. “It’s not difficult for housewives to become entrepreneurs. It’s only difficult when you limit



With uplines



BE Lifestyle Travel to Melbourne



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yourself. As soon as you step outside your comfort zone, you’ll find the way.”

### SUCCESS THAT IS ENTIRELY OURS

Bryan admits that deep down, he was always bothered about people calling him the “fortunate” son with a father to rely on. “I wanted to prove that I’m just like my father and grandfather, that I’m a self-made man. Founder Ho Huey Chuin once said that our parents can only give us a good background, but it’s up to us to achieve our own success. Finally, I did it, with BE. The grin on my father’s face is my greatest achievement!”

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Bryan continued, “In a conventional business, you can win several times but one failure can be devastating. But at BE, **you can fail (rejected) many times, but when success comes, it will be for a lifetime.**”

