

Student Entrepreneurship Project Sharing *by Billy Chiu*

Last year, I participated in the Student Entrepreneurship Project (SEP) 2020-2021 as the vice-president. The project runs every year, supporting students to start a small business at the Chinese New Year Fair Night Market.

We formed a team of 12 students, whom were preparing for over 4 months for the business. Honestly, the business we ran this year was quite different from that of previous years. Due to Covid-19, we had already planned to run our business in two ways — the first was by preparing the Chinese New Year Fair Night Market as usual, and the second was by establishing an Instagram page for our online business to promote our products via various channels. More importantly, we needed to ensure our business would not be too influenced by the pandemic.



However, the process of our business was still not as smooth as we expected. The first thing is about our team. Since we have a large group of people, we usually made decisions by voting while we only met each other once a week, these make the pace of developing our new business very slow.

The second thing is, the government announced the CNY Fair Night Market would be cancelled due to the pandemic. Though it wasn't unexpected, the morale of our team was still harmed because we all desired to have the chance to work hard together for the CNY Fair Night Market. At the same time, we had to alter our strategies, such as the products we were going to sell, and we also searched for other fair markets at which to hold our booth.

We eventually held our booths during two periods of time—Chinese New Year as well as Easter, participating in three different fair markets, they are in Jao Tsung-I Academy, D2Place and The Mills respectively.



I have gained a lot experience from the Student Entrepreneurship Project. Participating in this project is not only a lesson that taught me the entrepreneurial spirit and abilities needed for business, such as problem-solving skills, teamwork in a business, etc., but also an opportunity to push myself beyond my comfort zone and meet new friends.



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