

A 'Coozy' Entry into an Entrepreneur's Career

Rean Tan has always been exposed to his family's textile business since he was little. Being the eldest in the family, he was given the responsibility of taking care of his brothers and sister. He has also been told explicitly by his father that he would be the one running the textile business in the near future.



He has mixed feelings about these. He did not enjoy his initial exposure to textile inventory. He felt he was wasting time and effort. In contrast, he enjoyed his grocery exposure having had the chance to experience working with people. But somehow, these experiences and conversational exchanges went over Rean's head. He didn't know what to do in his life when he stepped into college. In high school, he was enjoying life. Although he was able to manage the challenge of taking care of his siblings while his parents were away on business trips, he did not see himself as an entrepreneur. He did not have any interest in his family's textile business, or so he thought!

When he encountered an eye opener of having been kicked out of his first tertiary level school, he discovered a school which slowly introduced him to the concept of entrepreneurship. That started him to gain the initiative of becoming a businessman.

Having completed a number of business opportunities and management subjects, he observed that the garments side of their business was having difficulty. "The garment company that my father put up was not smooth sailing since he encountered a lot of problems like over supply and others. One of their major problems

is that he does not know how to sell big size products. He had tons of big size products ranging from large to 5XL, that are hard to distribute."



Now more mature, Rean tried to find solutions to the difficulties of the garments business. "At first, I was thinking since my family has a lot of big size products that needs to be distributed, then I will create a business or boutique that sells only big size product for ladies apparel." He knew he needed to get acceptable and fashionable designs to be approved. He had his supply chain under control – textiles from the family business, samples from the garments arm and he was able to get a reliable designer who was able to generate fashionable designs. His next dilemma was the product distribution and store location.

"I wanted first to put my business in Divisoria at 168 Mall but the problem is that there are no more slots available. My second option is Sta. Lucia mall, but the rent is too expensive." It was his network of classmates and teachers that finally gave him the idea of tapping the Greenhills market. At that point, 'Coozy' was born to serve as a retailer of big size products for plus size women.

The first month was the hardest since his business was new and still unknown to people. First day sale was a big round ZERO! But Rean was not new to hardships.

Believing in determination and hard-

work and with the aid of his imbibed knowledge from school, he continued to strive hard. He was able to address his main problem of getting customers to enter his store. "I did some marketing gimmick and sales discount, then as a result more and more customers enter my store and made their purchase. Slowly



'Coozy' gained a reputation of selling big size apparel to fashionable big women." He participated and set up some of his products in the 'tiangge' activity in the Greenhills mall. Although he did not earn a lot, his business sense told him it was the best venue to meet wholesalers who might like his product and eventually become his customers. And he was right! Before the 'tiangge' ended, he was able to make his first wholesale sale.

Now, after almost a year, Rean does not only run his 'Coozy' store but also the family's other retail stores. He is managing 5 of them, spread out over Metro Manila. He has walked the complete entrepreneurial path and career. Now he says, "I now accepted my destiny, that is, running my family business and be their boss that will lead them to new limits and more success."