



Attending company's event



From Riches to Rags to Riches

RCCA Ricky Chan & Fion Tan
Guasa therapist & fashion boutique owner

RCCA Ricky's journey has been a roller coaster ride – until he found BE.

From riches to rags

Ricky's father ran a successful pig farm business and Ricky grew up with everything handed to him. "We led a comfortable life until the Japanese Encephalitis (JE) outbreak in 1997 that shook the country." To curb the virus from spreading, strict measures were taken. In Negri Sembilan, pig farmers were ordered to cull all their livestock (pigs). "Many pig farmers went from riches to rags overnight. My father's pig farm business suffered badly and we ended up with huge debts. That incident changed our lifestyle entirely."

Ricky was not academically inclined and he left school as soon as he completed his secondary education. "I worked as an electrical wiring technician for a few years before taking over my father's karaoke business (the only family business left after the JE incident). I was 25 years old." Struggling to keep the business afloat, his health suffered and his marriage nearly ended. "I stubbornly made irrational business decisions despite Fion's constant advice that I should wind up the business, which was getting obsolete as time changed. In the end, I had knee-high debts."



Dream car



Photo taken with upline and IBOs



Fion shared Ricky's burden by selling clothes door to door. Eventually, she managed to save up and opened her first fashion boutique. Ricky said, "I'm fortunate to have Fion in my life. If it wasn't for her, I would be bankrupt and a pathetic loser." At that time, Ricky came across guasa therapy. He mastered the skill quickly and became a guasa therapist. Finally, life was stable and peaceful again.

In 2017, they learned about BE, Maqnifiq and Aulora Pants through their upline, RCCA Donny.

From rags to riches

"We've known Donny for over a decade and trust him as a friend. We invested in Maqnifiq and Aulora Pants for our own use, and like they say, the rest is history."

Their personal experience with the products' efficacy compelled them to share BE products with their customers. They also leveraged social media and instant messaging to reach out to a bigger audience.

"I've never experienced such exponential growth in any of my previous business attempts. Within a year, our network expanded to Taiwan, Australia, Philippines and even Canada! Thanks to our growing business, we finally bought our dream house, a semi-D, worth RM1.5 million in August 2020. When I drove my mom back to our hometown in our new Mercedes E200, I could feel her pride that her son is now a successful self-made man."

Ricky's biggest regret is that his father passed away in 2017, the year when he and Fion started their BE career.



Getting ready for BE Legend



BE Lifestyle Travel to Melbourne



"Our BE business was beginning to thrive. Sadly, my father is not here to enjoy the fruits of our success. While you still have time, grab this opportunity. Go all out so that you can celebrate your success with your family while they are still around. Leave no regrets."



BE Lifestyle Travel to Dubai