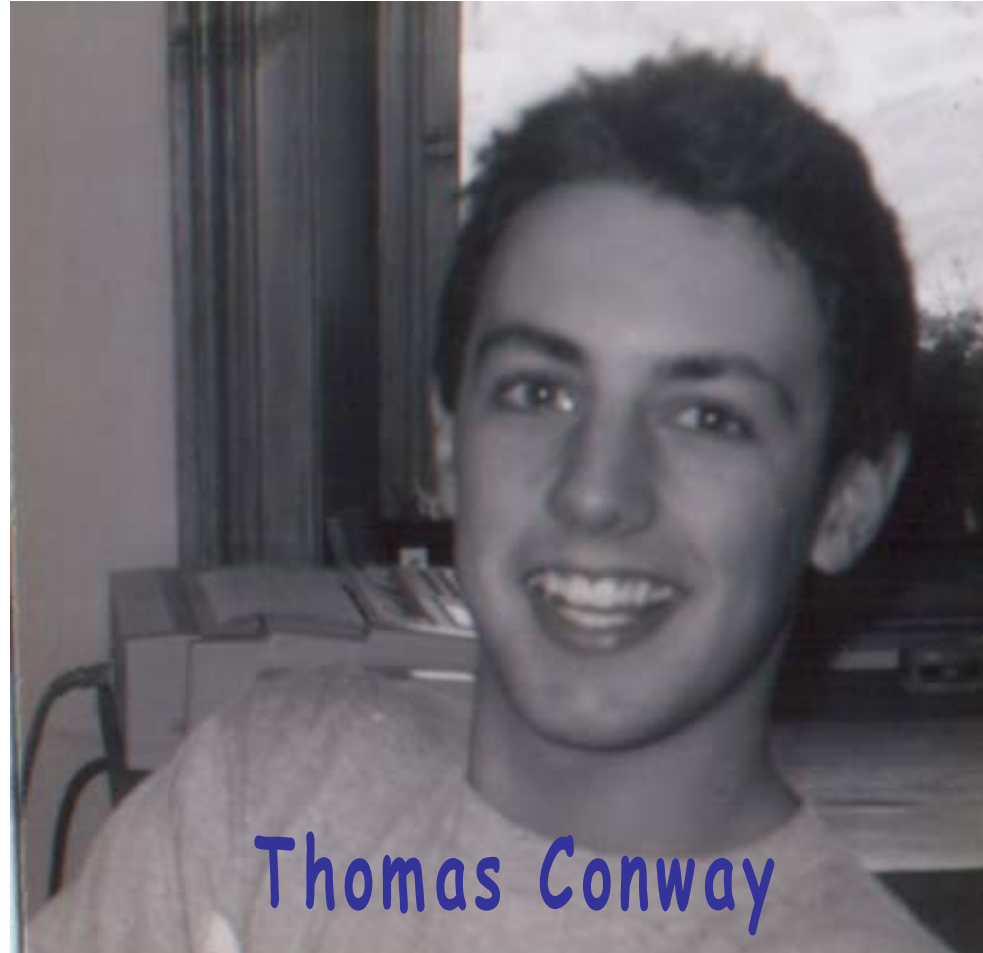

The passport is a reconstruction based on actual passports - personal details and some related matters have been omitted. Some other aspects have been changed to make the example more illustrative of the concept.

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Enterprising Passport



Thomas Conway

if you've got it...

Using my passport, I want to show that I am an enterprising person.
I want to work in **marketing** and eventually run my own company, perhaps **online**.

There are four parts to my passport

1. My life, family and friends
2. An account of an e-business venture as part of our college course
3. An account of my part-time work
4. Extra curriculum activities and life experiences

My passport complements my resume and other records. Details of my academic history, qualifications, work experience, along with formal references, can be found on my www.facebook.com/xxx

Important note

While the Liverpool College encourages and supports senior students producing Enterprising Passports, we cannot verify individual passports. Passports always remain the property of the student. Veracity and accountability are matters between the student and concerned parties. College Executive

This passport is my property. Its important to me so always return it. Sarina Durant, Kate Marsden and I worked on our passports together. Further information about the contents and details about all aspects of this passport is available. Thanks to Mounts Office Services www.mounts.com. xxx who let us use some of their equipment. My mobile number is xxx and email address is Tom @xxx

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Me



I live in Glebe street with my mum and younger brother. They are the most important people in my life. My mother is a nurse. When I was ten I got lost in the Long Ledge forest with Dean. We nearly died. I am lucky because Dean and I know we will be friends for life. We live on the water catching fish or surfing.

Dean is a bit of an operator, always trying new schemes. Once he set up a pigeon business but too many birds kept returning. Dean's family is well off. Whereas I have always had to earn my own money, even s money when I was younger. Here are some of the things people say about me.

Tom likes a fun time but when he sets his sights on something he means business. He's a fairly strong character. You want him on your side no matter what. He is loyal friend.

Dean, best friend See interview with Dean on www.youtube.com/interview/xxx

Tom and Dean have sold me many things over the years, most were great but one or two were a bit dodgy. Tom is canny but he's a genuine kid. We like him.

Henry, neighbour [Henry@ xxx](mailto:Henry@xxx)

When we go fishing in groups, it's always Tom who takes the time to help the little kids, fixing their gear and showing them how to do things. That says a lot about a young man.

Grandfather

Lot of young people are IT savvy, some see opportunities to sell things but few see genuine business opportunities. Who knows...some day I might be working for him.

Ray Walls, information technology teacher (See my <http://www.facebook.com/xxx> for complete statement and contact details)

Enterprise is in our blood



Not long after he arrived in Australia my great grandfather set up a mobile butchery. During the Great Depression my grandmother rode a bike from farm to farm selling soap she had made herself. There were no tubes for the tyres. So she stuffed the tyres full of dry grass!



I made two water-ski boards by converting three second-hand surfboards. I gave one to Dean for his birthday.

The qualities I think are most important are
Initiative
Determination
Teamwork
Trust

Best-bay

e-business



As part of our Business and Economic course we had to run a mini-business for eight weeks during second term. Kate, Dean and myself formed a small team. We came up with some interesting ideas, such as Dean's (the fisherman) Sinker Cam, which allowed people to watch the fish around their hook. It was a good idea too complex.) Kate wanted something online because it would impress our teacher. Kate and I started to talk about eBay because we use it a lot. I thought we could offer eBay services for a fee because most students need money and have things to sell. Dean argued that many already used eBay, but I was convinced that students didn't use it efficiently. Often their photographs and item descriptions would let them down. The fact that this was an online business meant - we could run it where we liked and when we liked.

I insisted we do some market research first. Not only did this show that enough students would sell stuff to make the business profitable, but also many students would be willing to pay us a fee to buy items for them as well. There is a bit of an art to selling and buying on eBay, especially knowing how to make the most out of a listing and how to best manage the bidding processes.

Getting the go-ahead from our teacher was not straight forward. She was very impressed with our idea but she claimed that sticking up posters around the college and using leaflets was too easy and not really like an online business. Making a profit was important, she said but learning was more important. In the end we agreed to do our marketing online. Best-bay was born! We started by setting up new eBay account.

We quickly learned that marketing online was difficult, especially for a small business. It is like posting a notice on a tree in the middle of a forest full of other notices hoping someone will come along and see it. Big companies employ hundreds

of people constantly manipulating their position on the search engines to increase the business's presence. Plus we couldn't afford to set up a website especially for the project. We did not know where to start.



We began asking our friends about the problem and soon as someone mentioned Facebook we were away - everyone at college is on Facebook or MySpace. And they are starting to Twitter big time.

First we posted advertisements on our own sites and asked our friends to do the same and spread the word to their friends. We also started a Twitter campaigner promoting Best-bay Services. It was amazing people started contacting us straight away. Even staff at the college became involved (you wouldn't believe some of the things they wanted to sell...embarrassing). Families wanted to sell and buy.

Hiccups

Dissatisfied customers

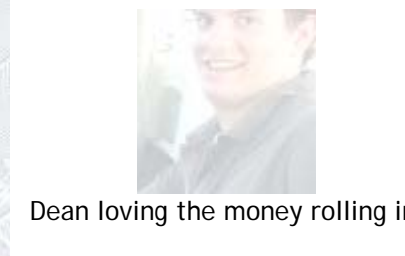
We had a few complaints about being slow and few about buying the wrong things. One student claimed we under-sold his laptop by \$200. Our records clearly showed this was not the case but he still made a lot of 'noise', which threatened viability, not to mention our reputation. In the end we compensated the guy and made sure everyone saw we had done it, as our teacher advised.

See www.youtube.com/xxx for interviews with our customers. We submitted the clips as part of our assessment.

Tax

It took us two weeks to realise there may have been tax implications. Luckily we were inside the new tax earning bracket when 'trading' on eBay - and as for other matters, such as business registration we worked through that properly.

Tom Conway spent an afternoon in our office trying to sort out all the tax and legal implications of his business. I have spoken with Janice our junior clerk who wrote a report for his portfolio. I agree with all her comments. He is thoroughly professional and likeable. Lorraine Burgess, senior tax officer



We easily made the most money and according to Dean had the most fun. Kate claimed our computer-managed accounts were miles in front of most businesses. Our teacher agreed. In fact it was clear that we had the most interesting and important business.

What the team said about me

In our final video we had a section summing up how we operated as a team. We agreed to prepare comments before the videoing.



Tom can spot a good idea and almost straight away tell if it is practical, that's special. He knows how to market...telling the truth and being open. People trust him... He is a good listener...you can see he's interested in what you are saying...he asks questions. He taught me a lot about this. It is simple really...Tom's a leader... One of Kate's comments

I have known TC for years...I know what to expect. Tom is serious but not in heavy way, he is a bit of a leader, I suppose. You want to follow him because he knows what he is doing. He certainly led this project. He will do well. One of Dean's comments.

A complete account of our enterprise can be found on our <http://www.facebook.xxx> or Kate's [MySpace account xxx](#)

Good Press



The convenor of the council business monthly forums, told the Examiner that he had nothing but praise for the team. *"It is about time we started talking e-business seriously and who better to teach us than the young people."* We were invited to the next forum to talk about our experience

Mr Brant people may want to come along just to learn how better to use eBayare welcome.

Some lessons

I agree with Kate's comment in her report when she said:



Finding good ideas is important but working out which ones will work is more important, because you can lose your money pretty quickly. It was only in hindsight that I realised how important it is to give people what they want, rather than what you think they need. Tom was right to keep pushing this idea.

Kate and I really agree with Dean's comment



Many people presume that doing business online is anonymous and if things go wrong no one will notice. This is not true. With eBay for example customers can rate their satisfaction with your service, your products and your honesty...and you can't change the rating system. It also works the other way...if you earn a good reputation, people are very happy to deal with you.

Perhaps the most important business lesson was about social networking



It is an excellent marketing tool. It is cheap. It gives you a range of ways to describe your services, like text, video, photographs, groups, endorsements and blogs. It allows to reach your target groups, because you are working in it. Also there is a sense of trust because the information is coming from 'friends'.

The pricing structure was a real issue. A fixed fee would annoy your customer if there was no sale and commission sales would be hardly worthwhile for us where the margins were low. We settled on low fixed fees and negotiated incentives.

Working

hill street grocer

I work at Marco's to pay my college costs and help with household bills and get money for things I want. His Hill Street Store is famous. It sells groceries, fruit and vegetables, deli goods and ready cooked meals. It has a VIP club and operates online. Its position and popularity creates a village like atmosphere in the suburb. Marco's



success rests on truly fresh produce, a top location and genuinely friendly staff.

Kate is a shop assistant and I work in the storeroom. The pay is not great but being so close watching my business studies operating in real life is invaluable. In fact one of the best experiences was devising a computer-based waste monitoring system. Nick (Marco's son) and I learnt a lot from one another doing this. So much so, that I have used videos of Nick in my class presentations in Environment and Resources short course. See www.youtube.com/xxx for the video and class reaction.

I have been trying to persuade Nick to open up a café next door. Many store customers know one another and hang around outside chatting for ages. Many belong to the 'café set' and often set off to the café blocks away for a latte'. They are a captured market. Marco has purchased a house on the corner!

"Tom talked me out of smoking"
Nick

Hard labour



We earned our money to hike New Zealand by labouring at the weekend. Dean's little brother Maxie is helping.

Life Experiences

Coast Watch - Volunteer

I first became involved in Coast Care when Kurt, Kate's boyfriend asked me to drive him to a local doctor to remove a plastic ring, which was strangling a baby Fairy Penguin. It died. Later I joined the campaign to stop people leaving rubbish on the beach. I help with their media campaigns.

Our house



Kate with Kurt

The expedition



RISK !

It was about the most exciting thing I have done - Dean and me hiked New Zealand with only \$890 between us - most went on food. But we had enough for a bungee jump. You can hear me scream on the video on my facebook. Dean kept a video journal on the trip - see his facebook <http://www.facebook.com/xxx>



Relax

Catch YOU

