

Be a mumpreneur and realise your dream career



By KWAN JIN YAO

READ with interest the report, "The rise of the mumpreneurs" (*my paper*, May 7).

I am not surprised by the trend of mothers increasingly using the Internet to do business.

Not only should the business achievements of mumpreneurs be acknowledged, but their ability to balance work and family responsibilities should also be celebrated.

Gone are the days of gender inequality when women were discouraged from working, much less starting up a business.

Today, people have found that the benefits of using the Internet include easy accessibility, reduced costs and greater flexibility.

Starting an online career is viable for mothers who wish to realise their business aspirations without compromising time spent with their families.

Mothers will be able to handle the demands of their online endeavours while caring for their spouses and children, through multitasking.

Of course, entrepreneurship – online or otherwise – comes with its risks.

The proliferation of online businesses means that aspiring mumpreneurs would have to face more business competitors.

Mothers who wish to try their hand at starting up a business must be aware of the challenges ahead, and explore different Web portals to ensure there are no overlaps in the product or service they wish to offer.

Moving ahead, mumpreneurs could band together to establish a society.

This would allow mumpreneurs to network with one another, and welcome newcomers.

The multitude of established websites which are prospering on the Internet proves that, with a right concept and the right attitude, mothers can break new ground.

Competition might be stiff but in the dynamic online environment, nothing is impossible.

◆ The writer is a full-time national serviceman who blogs about current affairs at <http://guanyinmiao.wordpress.com>

HELPDESK 我的字典

Trend: 趋势 qū shì

Endeavours: 尝试 cháng shì

Overlaps: 重叠部分 chóng dié bù fèn

Multitude: 许多 xǔ duō

Park & Ride parking curbs where necessary

I REFER to Ms Stephanie Sung's letter, "White spaces only for Park & Ride" (*my paper*, April 15), and Mr Philip Mok's letter, "Simei carpark users squeezed by Park & Ride" (*my paper*, April 20).

To encourage greater public-transport use, the Housing Board allows the Park & Ride (P&R) scheme to be implemented at selected HDB carparks near an MRT station or a bus interchange, where residents' season-parking demand is relatively low.

The Season Parking Ticket (SPT) demand in Mei Ling Street (Q86) and Simei (SIM4) is 74 per cent and 34 per cent, respectively.

There are adequate parking spaces left after meeting all the needs of both SPT and P&R ticket holders at these carparks.

Regular enforcement actions are carried out to prevent misuse of these parking spaces by non-SPT holders.

At carparks where residents have problems finding parking spaces, HDB will consider restricting P&R motorists to white spaces.

To address the needs of both residents and visitors at SIM4, HDB retains a number of white spaces at the lower decks, although the majority are reserved spaces.

HDB will make every effort to ensure there are sufficient parking spaces to meet residents' parking needs.

However, we seek the residents' understanding that it may not be always possible for them to park at their preferred spaces or deck, especially when returning home late at night.

We thank both writers for their feedback.

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