

Who's New in Business

National Scholastic Academy — The Study Room

Owner: John Kim.

Type of product or service: Learning center/private tutoring.

Where: 178 S. Victoria Ave., Suite D, Ventura.

Date established: May 14.

Hours opened: 11 a.m. to 7 p.m. Monday through Friday; appointments on Saturday and Sunday.

Telephone: 642-3644.

E-mail:

johnkim14@hotmail.com.

Employees: Three — all teachers/tutors.

Start-up capital: \$20,000.

Estimated gross revenues: \$90,000.

Question to John Kim: Why did you decide to start your own business? I love to teach students who need and want help. I find no greater satisfaction than to see a struggling student's face when his grades suddenly go up. I have been in this field for more than 10 years, tutoring and working as an instructor at Washington State University. I started volunteering part-time for a local church, creating a curriculum for the SATs. It blossomed from there. I am volunteering as a tutor for math and economics at Ventura College.

What was your educational and career background before you started your business? I have a bachelor of arts degree in economics from the University of Washington and a master's of arts degree in financial economics from Washington State University. I worked as an instructor during my tenure at WSU and have owned various small businesses. I also worked at Microsoft Corp. in Redmond, Wash.

What do you consider unique about your business?



If $X + Y = Z$, then ...

Amanda Gattian, 16, gets help from John Kim, owner of National Scholastic Academy — The Study Room for Algebra II. **D3**

Karen Quincy Loberg / Star staff

Amanda Gattian, 16, gets some tutoring for her Algebra II class at Ventura High School from John Kim, 37, owner of National Scholastic Academy — The Study Room in Ventura.

We tutor students at all grade levels, although our particular focus is on the upper grades: junior high through college. Mathematics and the sciences as well as English (composition, literature and grammar) are all a part of what we do. We are fortunate to have professional tutors to cover all subjects. Most students show significant improvement in their coursework and final grades, and we make sure they develop good study skills. In addition, we offer SAT preparation, geared to each student's specific needs.

What business courses or advice have you found to be most valuable in getting your business off the ground and keeping it going? I have received a great deal of support from California Central Academy in Orange County. They have donated curriculum, books and

hardware and have given me the advice and support I needed to develop a successful business.

What were the biggest hurdles you overcame? Getting started in any new business always is difficult. Setting up the offices, getting the word out, and finding properly qualified instructors was a challenge.

Who is your target client/customer base? The junior-high- through college-level student who needs and wants help to succeed. Many of our students are second-language learners who want to do well in their college prep and honors level courses. We offer tutoring in all aspects of English, math up to college calculus and all sciences, including biology, chemistry, physics, anatomy and physiology. Additionally we offer computer programming; our tutors are familiar with many

major languages. SAT preparation, of course, always is important to our clients, and tutoring for the SATs will greatly help students with admissions to the colleges of their choice.

What is your strategy to increase market share? Through results: Our students learn and succeed. We offer professional instruction and have teamed up with College Confidence, a private counseling service for college-bound high school students.

What kind of competition does your business face? Few tutoring centers cater to the older student. We face the same competition as all other educators: television, video games, social activities — all the distractions of modern life. We are motivators and help students to keep their focus on school work and their futures.