

Jing's Chinese Restaurant – A SCORE Success Story

When Jing Wang walks into the room you can feel her energy. She is full of personality and totally charms each customer. Immediately you perceive her strength and sense her business savvy.

Ten years ago Jack and Jing sold their Shanghai Lighting businesses. They had five locations. They sold three and gave two to their employees out of respect for what the employees had given to the success of the business. Together, they came to America - with no contacts or connections. Jing went to UWM to learn the English language.

In 2007, they decided to launch a business of their own. They knew the lighting business, but did not feel comfortable with the nature of the marketing ways in America. Prior to working in the lighting business, Jack was a chef in a five-star restaurant, and later owned his own restaurant. So, they decided to open and operate a new restaurant together.

Jing and Jack met with SCORE Counselor Stan Ribich. He decided they would be better served, meeting with SCORE's "Restaurant Expert," Chuck Filipiak. Chuck met with them and shared his own rich experiences in the restaurant business. Chuck also shared his own written and collected papers (essays) on the topic of running a successful business. That was all the two entrepreneurs needed to "jump-start" their own restaurant.

In August of 2007, the Wang's opened their doors in the very trendy Historic Third Ward.

"I used Chuck's advice because I knew it would make us successful," said Jing. Chuck's advice covered most of the issues the two needed to consider.

Chuck's counsel moved from defined business ratios and guided them along to end with the more abstract issue of treating customers graciously. His advice continued with how to treat your employees and your vendors, (with whom Chuck offered to meet on the Wang's behalf).



Jing's owners Jack & Jing Wang



"Chuck's counsel moved from the defined business ratios and guided them along to end with the more abstract as to how to treat customers, employees, and vendors".

Chuck's advice could be used in any business: "Set up yourself as an example for employee behavior. Deal with your employees and vendors respectfully. Treat your customers like royalty. And do not focus all your energies on making money."

They discussed the extreme life-style change they would have to make to start and to successfully run this restaurant.

But together, the Jing's make the perfect team: Jack, a great Chinese chef, and Jing, an experienced business woman. However, the hours are brutal.

They log in a minimum of ten hours or more each and every day of the week! During the first two years...they had one day off (July 4th). Their long hard hours of work have paid off. They've been successful – almost from their opening day. Jing and Jack respect the people here and the way of life in the U.S. They have developed a dedicated and devoted customer following.

Jing's food items consist of Traditional Chinese Entrees, a Chinese Buffet, and Custom Menus for people familiar with the Shanghai-style of Chinese cooking.

When asked for their success story, Jing said, "It comes down to three things:

- *Great service,
- *Quality food, and
- *Nice personality when dealing with customers."

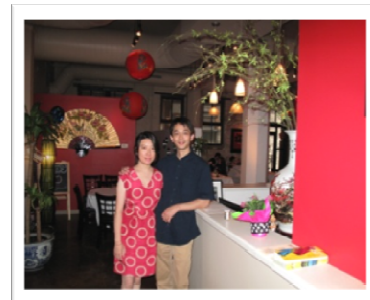
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"Setup yourself as an example for employee behavior"



"Deal with your employees and vendors respectfully".