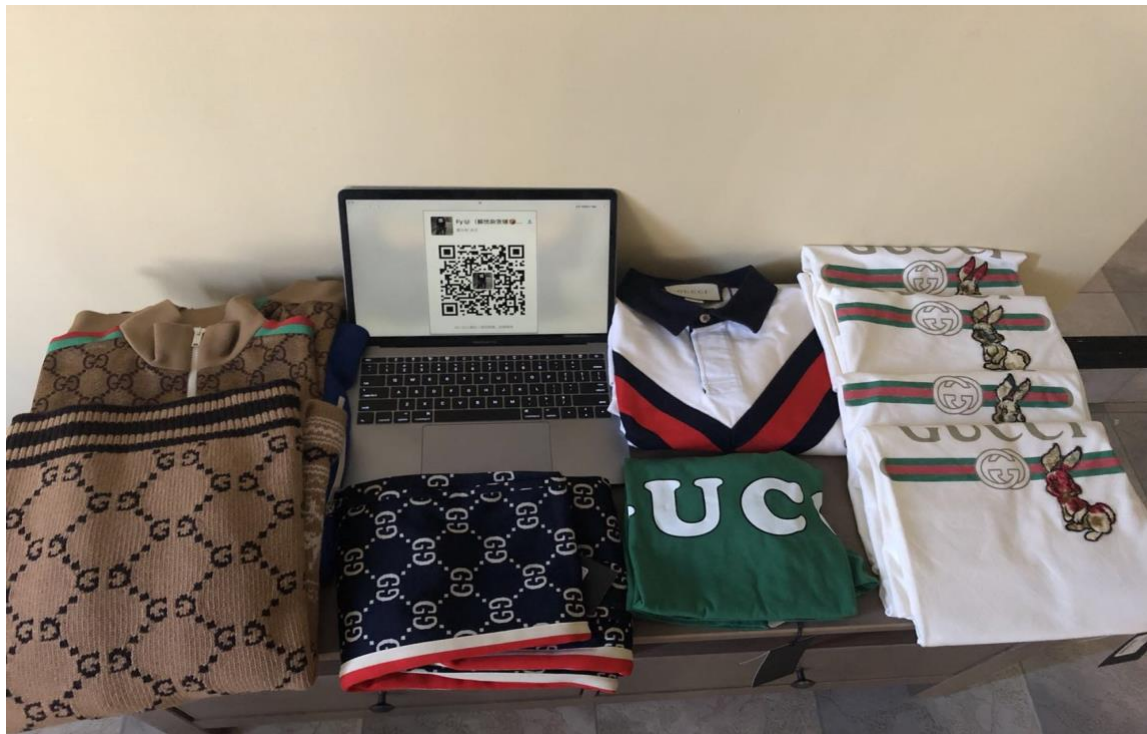


# How to make money with e-commerce as a teenager in 2018?



By Kai Chen

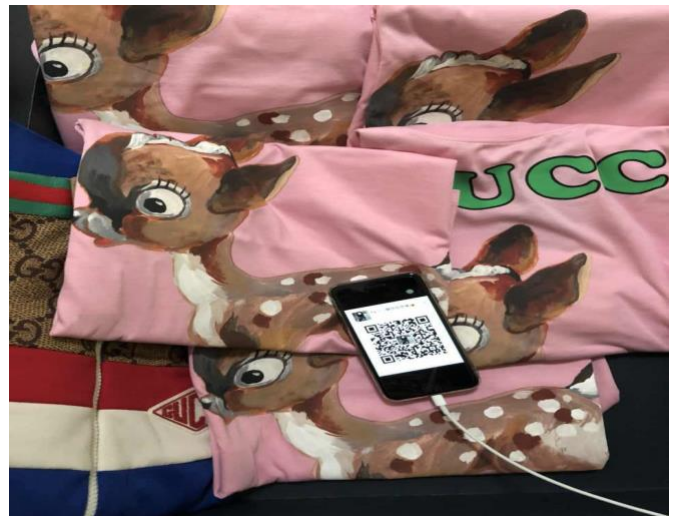
**Kevin Lam is an undergraduate who discovered the business opportunities of online stores in high school and went abroad to study with his own money.**

Nowadays, people are able to make money in many ways, such as working in a business, professional athletes or having a store. However, e-commerce is an emerging industry with the development of technology. E-commerce is a way to help businessman sell their commodity on the internet. This is one of the most

convenient methods to retail products.

## **Growing up in Hong Kong**

Kevin grew up in a rich family in Hong Kong. However, he was very rebellious, and he easily gave up anything. Due to that fact, he did not study hard in his childhood. But his parents wanted him to be a good engineer. He thought this was a ridiculous idea and wasn't interested in this profession at all. But he is a very individual person. Once he likes something, he will specialize in it. Just like most young people, he also liked the fashion very much. Whenever he saw clothes or shoes worn by stars on the



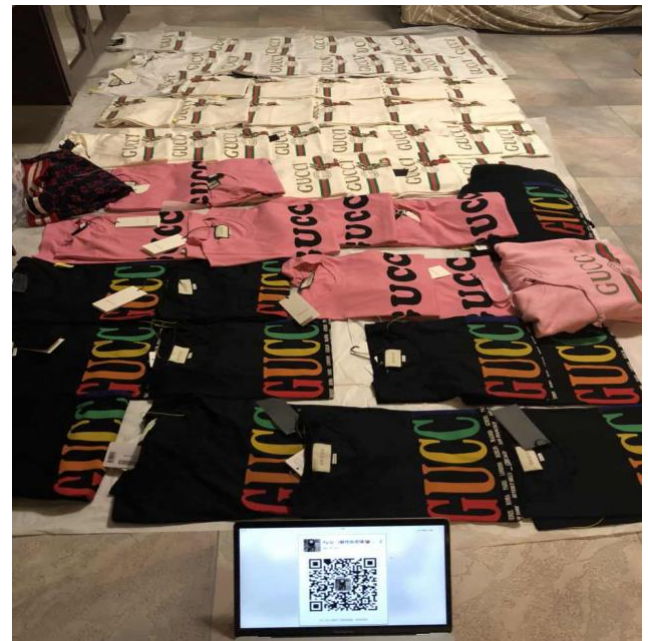
Internet, he would study what brand it is and would buy it. Actually, his parents were very disgusted with his approach and they argued frequently. But Kevin thought that he could make money by selling fashion clothes instead of being a boring engineer.

## **Identifying real or fake products online**

Because he often bought fashion clothes and communicated with sellers, he gradually mastered some knowledge of fashion and luxury goods, especially the Balenciaga. However, sometimes he bought some fake clothes. He was furious that many unscrupulous merchants made fake goods to earn profits. From then on, he began to help people who bought clothes to verify the true or fake on the

post bar in Hong Kong when he was 16 years old. Thousands of people posted their goods which they bought in the post bar and Kevin would look through their pictures. Finally, he would reply to people if their clothes or shoes were true or fake. Because of his profession, he successfully helped many customers identify their items. Not only verified clothes, but also verified some shoes. After a year, his popularity has become higher and higher in this post bar. More and more people are coming to him to identify Balenciaga items. "I really enjoy helping them identify the items about the fashion, because I am very passionate about the fashion!" he said.

**Engaging in e-commerce**  
Kevin began to deal in the post bar. In 2017, he knew Jacky who sells fashion goods on the internet in the post bar. Soon



Jacky invited Kevin to join his team to sell fashion goods on the internet. "I did not hesitate to agree that! Because I planned to do some business about fashion as my part-time job in Perth, but I didn't find an opportunity," he explained. "Jacky is a fashion buyer shop owner which name is Matches in Italy. And he is in charge of going to the show room where various brands were held abroad like Gucci and Balenciaga and look at their clothes for each quarter. Then talk to them about cooperation that the quantity he wants to order. When I received the goods, he sent from Europe to Perth, I took photos of each item and sent it to my social

platform. After my customers bought it, I will send clothes to their countries. We order from the company at a lower price and then sell it. Thereby earning the difference. Because I used to help others identify clothes on the post, so I have a certain number of customers who have followed my social platform. Therefore, they usually buy some clothes in here," Kevin also said

So what advice does Kevin give others? "I think sometimes you don't have to follow your parents' orders, you should have your own goals. Find the right direction for yourself. As for me, I do not think engineer is a good job for me. Because since I started to deal with e-commerce, I can earn 20,000 or 30,000 Australian dollars a month!" Kevin said.

Currently, he thinks media is a significant element of e-commerce. As a result, he goes to the ECC to study the media. "Media can help me decorate my social platform to let more people know me," he said.

E-commerce becomes more and more familiar to our life. We will buy anything what we want on the internet. On the other hand, we need to clear our direction and find the one that suits us best. I think that everyone can have own extraordinary life in the future.

### Suggestions by Kevin

