



Store: Atlantis  
Owner: Paul Cox

## **Case Study: Cash Crusaders – Atlantis**

### **What got you interested in owning a Cash Crusaders Franchise?**

After being retrenched from the corporate environment I realised it was time to fulfil my lifelong ambition of operating my own business, for a few reasons.

- Personally gain from the fruits of my labour
- Work until I decide not to.
- Establish a solid financial position for the present and into retirement.

Franchising was always the only option for me, for all the well documented reasons of proven business model, operational support, existing brand awareness, value proposition and acceptable returns on investment.

Coming from the furniture/appliance / high tech industry I wanted to get involved in a business I could relate to and after researching every franchise opportunity in the country, particularly those in the new/2nd hand retail sector and after extensive research of all opportunities, settled on the Cash Crusaders concept.

From the 1st interaction with CC franchise division I was satisfied that the franchise pricing model, team corporate environment, strict operating parameters and trading cushion of a dynamic and sought after range of new goods was a real option to pursue.

### **What challenges were you faced with during the opening of Atlantis?**

The major hurdle in prepping for Set Up was sourcing of an experienced, passionate staff team, in an environment that does not offer a substantial work force base who met the above criteria. Fortunately after trading corporately in the area for a number of years, staff members of companies I had worked for previously were quick in responding.

The training of myself as well as my entire staff compliment in a centralised Training Store was generally handled extremely well. Whilst it is acknowledged that only so much can be training/experienced, in a six week period, I felt a level of ill-preparedness with regards to system and risk management functions; this has now been built into the training module specifically for Managers and Franchisees. Initial issues were overcome in a relatively short time span due to assistance and guidance by fellow Franchisees and Operational support.

Actual set up was assisted greatly by Operational Management who was involved from the get- go, from lease negotiation to build out costings and contractor sourcing. Final build out was marginally frustrated by missed time lines by shop fitters however the final quality of workmanship was exceptional.

### **Have your expectations been met?**

Top line revenue earnings as well as buy shop forecasts have been met and exceeded from month one and reception to the model by the community has been exceptional. Due to a combination of focussed passionate staff compliment, generally vibrant trading environment and lack of retail competitors, almost every Division has performed above forecast.

The deep and wide range of new goods has provided a stock cushion to the Franchise whilst 2nd hand stock levels rise, at the same time as offering the local community a range of quality goods at affordable prices, not previously available in the area.

The ethos of buyshops being the “heart of the business” has proven itself beyond measure. Buyers and I focus on a number of key drivers to enhance customer’s experience, that of efficient quick processes, treating each customer, no matter what their back-ground with respect and dignity, and trying to lighten the atmosphere by having fun. Operational support has been at an acceptable level, and all team players remain acutely aware of the need to develop a “business partnership” between Franchisee and Franchisor.

As a first time own business owner, cash flow management has proven to be somewhat of a challenge with the Franchisor aware of the need to give ongoing advise, support and guidance in this regard. System functionality is excellent and has allowed for great business oversight and identification of problems/opportunities.

### **What do you enjoy most about being part of the Cash Crusaders Family?**

Being fortunate enough to have a dedicated staff team has certainly made the extreme 7 day a week work schedule tolerable, together with a generally solid and amusing community of shoppers. The daily vibrancy and variance in work functions ensures a high level of energy requirement but provides daily fulfilment and enjoyment in the business. Interaction with sellers in the buy shop is a daily “high” and we look for any opportunity to lighten the atmosphere and shopper impatience by ensuring acceptable levels of customer centric behaviours and “fun”. Every customer interaction provides the opportunity to add value to the business.

Having worked for most of my career in a dynamic corporate “team” environment , I value above and beyond all else, the opportunity of being part of a business who fully intends to remain a market leader and is both prepared and comfortable, in adopting an inclusive and “participative” stance toward achieving that goal.

### **What are your future plans as a Cash Crusaders Franchisee?**

My personal vision is to open a minimum of another two Franchises over the next 5 years whilst developing staff in each business to achieve their absolute maximum potential.

