

Store: Cosmo Mall
Owner: Christo Burger

Case Study: Cash Crusaders – Cosmo Mall

Cosmo Mall is a contemporary shopping mall, situated at the intersection of Malibongwe and South Africa Roads in Randburg, Johannesburg. The mall attracts consumers from the thriving suburb of Cosmo City and surrounds.

Cash Crusaders Cosmo Mall is a 149sqm store that was opened in November 2014. Christo Burger, Franchisee, is an entrepreneur having owned businesses in the food industry prior to investing in Cash Crusaders.

Cash Crusaders Cosmo Mall reached their break-even target in their 6th month of trade, in spite of trading for an extended period without the Pick 'n Pay and Builders Warehouse anchor tenants, the store still achieved a trading growth of 180,40% in month 12. The store traded in year one with an average trading total of R364 462.

Has your Cash Crusaders franchise met your expectations?

Christo: Yes, I expected a stable business with growth potential and do certainly have it. I would like to open more Cash Crusaders stores in the future.

What is your favourite part of being a Cash Crusaders Franchise owner?

Christo: To make money and to experience customers' gratitude when we help them financially. I really like the culture of our honest and fair trade with customers as well as valuing the customer by buying customers and not the goods because it really pays off in the long run.

What are your plans for the future of your business?

Christo: To maintain and grow our current customer base to realize a turnover to R1 million per month. The growing and nurturing of a stable and happy staff compliment that works well together, share our common goals and visions and takes responsibility and ownership for their part in the overall performance of our store. To open a second store in future.

