

Store: Princess Crossing
Owner: Tilla and Coenie Kloppe

Case Study: Cash Crusaders – Princess Crossing

Situated North of Roodepoort in the suburb of Helderkrui is Princess Crossing Shopping Centre. With anchor tenant Pick n Pay and the position of the store at one of the areas major arterials, Ontdekkers Road. The centre attracts a wide demographic of consumers.

Our Multi-Store Franchisees Tilla & Coenie Kloppe had the following to say about their latest store opening.

"We wanted to run a business with a sound brand name, and that is what attracted us to Cash Crusaders years ago. One of the biggest challenges in the first year of a new store is staff; it can be difficult to run a good store with brand new staff. The training offered by the Franchisor, partly overcomes this challenge. Princess Crossing was very successful in the first year. We took experienced staff from our other stores, which helped to get the new store up and running.

We opened our Princess Crossing store in November 2013, and reached our break-even target in our 4th month of trade. The store achieved a trading total growth of 70% in month 12 and traded with an average trading total of R611 614 in year one. By 30 November 2015 the store traded with an average trading total of R789 089.

Being located in a small mall, we needed to get feet into our store. We want customers to talk about bargains they found and to spread the word about our business, within the local community. We worked hard at getting customers into our store and most of our initial customers were from our buyshop first. We always give good prices for their goods, and they eventually became our retail customers. We were concerned in the beginning as the Mall was very quiet and we tried thinking every night, how could we get customers into our store. Advertising was the answer, and we started with posters on street poles.

We value our 2nd hand side of the business and our customers. When opening a new store customers come browsing for bargains on second hand goods. My favourite part of being a Cash Crusaders franchise owner, is when customers walk out happy with the service from our staff, and they feel that they have purchased a bargain. As a Franchisee you feel a great amount of pride being a part of this. Through our second hand chain we attract customers to also buy new goods. New goods also provide the shop with a special flavour.

We expect to grow our business and go from strength to strength every year. You can only do this with good and friendly staff, together with well priced stock. Most of all, you need to be 100% committed to living the life and culture of the Cash Crusaders brand. If a franchisee thinks it is just a job, they will never be successful. Treat your staff like gold, because without them, you don't have a business."

~ Tilla and Coenie Kloppe

