

The Cash Crusaders Experience

Owner Riaan van den Berg of Cash Crusaders Kolonnade

What appealed to you about Cash Crusaders?

I actually come from a food franchising background. I knew that if a particular franchising model is great then I will make a profit. Cash Crusaders franchising model is very stable and comes with brand awareness and operational support. The fact that it has three profit centres, not just one, means that I will never have a down period due to seasonality or financial cycles. After extensive research into all the possibilities, I went with Cash Crusaders to own my own business and to take advantage of their constantly improving profit centres.

What assistance did Cash Crusaders give you in starting up?

I own a joint venture store, so Cash Crusaders put forward all of the start-up capital. That covered the stock, the initial cash flow, the store set-up and marketing. The training I received in the Cash Crusaders model was incredibly thorough. I had weeks of theoretical training before stepping into a corporate store for hands-on management experience in the Cash Crusaders style. I was also fortunate enough to have a one-on-one mentorship with the CEO of Cash Crusaders, Sean Stegmann who has over 21 years in the second-hand retail industry. When I finally stepped into my store, I was prepared and looking forward to the future.

What has the first year been like?

I won't say it didn't have its challenges. Some of it comes down to the variety and technicality of the products that come in. Your staff need to have the right knowledge so that you can ensure customers leave with the product they want and need, not one that will just do. Every day is an enjoyable because it is never the same. But at the end of the day, I have easily made my turnover targets.

What support do you receive from Cash Crusaders?

The Operations Team is easily reachable at all times. Their support helps me pinpoint any inefficiencies, grow my store profitability and build my staff's service level. I was never left to flounder. Any issue I find, they have a solution for me before there is a crisis in the buyshop or on my retail floor.

The Marketing Team has my back with keeping the brand in the hearts and minds of South Africans. Their continuous marketing campaigns lead customers into my buyshop, onto my retail floor and out of my store happy with the service they got.

Cash Crusaders runs regular training workshops so my staff and I can stay in peak form in every aspect of the business. Everything we learn gets incorporated into the day-to-day running of my store.

Do you have any plans for the future?

I have already opened my second store, Cash Crusaders 14th Ave, in Johannesburg. Once I have both stores exceeding my turnover targets by more than a set amount then the sky's the limit. Even though the economy is taking a long time to recover, my Cash Crusaders stores are growing in profit and beating the recession in every way.

