

The Cash Crusaders Experience

Owner Kallie Hefer of Cash Crusaders Kuils River

What appealed to you about Cash Crusaders?

It was a chance to have my own business. The bonus was that it came with its own business model and a support system second to none. Since I joined Cash Crusaders in 2006, I have opened three additional stores in Bothasig, Woodstock and N1 City in the Western Cape. Cash Crusaders was the only franchise group to offer three profit centres to support my business through the good times and the bad.

What have some of the challenges been over the years?

Over the years, the push for any business owner is keeping up with new innovations within the franchise and keeping ahead of industry top standards. Fortunately, the Training Team at Cash Crusaders runs regular workshops on all areas of the franchise, which my staff and I attend.

The Operations Team gives me support from behind the scenes, allowing me to rectify a weakness before it becomes a problem, like overlooked stock, and leaving my stores stronger in profit. The Marketing Team drives customers to my stores through their insightful marketing campaigns that reach everyone in South Africa. Thanks to all these structures supporting me, I make turnover within months of opening a store.

What do you love most about the Cash Crusaders franchise model?

It gives me the protection and support I need for a successful business in the current economic climate. The three profit centres allow me to weather any recession and grow with the years. I may have opened an additional store every few years, but I managed that when many others have had to close their doors. Cash Crusaders gives that assurance.

Do you have any plans for the future?

I am focusing on revamping all my existing stores. Customers move with the times and so must we. I am also looking at improving sufficiency in all my stores. It may mean that I have many balls in the air for a while, but at the end of the day I will profit from a new look. The future never looked brighter for my stores.



Cash Crusaders Store: Kuils River
Franchisee: Kallie Hefer