

The Cash Crusaders Experience

Owner Corli Coetzee of Cash Crusaders Northcliff

Cash Crusaders Northcliff is in a prime position in the Northcliff Piazza in Johannesburg, where Corli Coetzee has stepped up after more than 10 years with Cash Crusaders.

What appealed to you about owning a Cash Crusaders joint venture store?

What appealed to me was the chance to own my own shop without putting any capital in. All I had to bring was the managing experience. Cash Crusaders support made it very easy to make the jump from manager to owner. The franchise's business model let me experience three different profit centres in an economy that would normally drown a new store. The Cash Crusaders brand also brings with it proven brand awareness, strong operational support and a solid financial position for years to come.

What assistance did Cash Crusaders give you?

They lent me all of the start-up capital as this is a joint venture store. The Training Team at Cash Crusaders ensured I knew the brand, the franchise and the business inside and out before I even stepped into my store. I spent weeks on theory before practical experience in a store taught me the realities of a Cash Crusaders store. Then there was the day-to-day support from the Operations Team. They really listen and give you proper advice. I am so thankful for that.

On top of all of that there are the regular training workshops hosted by Cash Crusaders. We implement these in the day-to-day running of the store. The last training session we attended was probably the best I've ever had in my 10 years with the company.

The Marketing Team made my life easier than it could have been. When I opened, they gave me a huge boost in the various media and online through targeted advertising. So I opened on a high note and I have stayed there ever since.

What have the first few months been like?

I've only been in the store for about seven months but it has been a huge learning experience. Just trying to find out what the market wants and at what prices has been a bit of a challenge. I am pleased to see that we are now showing great growth across the board. You learn and adapt quickly, but I love every minute of it. It is already showing results, 60% of my monthly turnover is being generated from second-hand goods alone. This shows the community's trust in me and the Cash Crusaders brand.

Do you have any plans for the future of the business?

I have made it my goal to always strive and improve all aspects of the shop. This means I must keep on improving the bottom line and really become a beacon in the community.



Cash Crusaders Store: Northcliff
Joint Venture Partner: Corli Coetzee