

The Cash Crusaders Experience

Owner Francois Roux of Cash Crusaders Sun Valley

Francois Roux has been part of Cash Crusaders for more than 17 years. He has five stores across Cape Town and has never looked back.

What appealed to you about Cash Crusaders?

An urgency to do business. I approached several franchises and only a few responded. Cash Crusaders not only responded, but also followed up with a business plan and financial projections. A meeting was set up and it was evident that their business model with its three profit centres would suit me down to the ground. The communication was clear and thorough and I was attracted by the strong leadership.

Describe your first year of trading?

It was full of challenges. Finding your feet in a new environment takes working long hours before the business opens and after it closes for trade. Finding the right staff for the correct positions was also difficult. It was a massive eye opener. There was only one recipe to overcoming these challenges. You try again, and again, and again. Until you get it right. If what you are doing is not working, find a better way of doing it. Fortunately, Cash Crusaders has support systems in place to help me in each incidence.

Did your store hit its first turnover target?

Yes, it did. Due to the fact that we had very tight control over the overheads and no debt, the store made good profit in the first year of trade.

Have your expectations been met?

Yes, and exceeded. The business model works, the franchise continues to develop and the support is of a high standard. The franchisor is intimately involved in every aspect of the business model but has also left enough room for franchisees to run their own businesses.

The buyshop has always been and will always be the heart of the business. The popularity of pawn shops is testimony to the success of the business model in South Africa. New goods are a powerful add-on to the business model and it is what distinguishes us from competitors. I would not want to own a similar business without any of the profit centres. If it goes well, it goes very well. If things are tough, two of the profit centres are in a strong position to carry the business.

What do you enjoy most about being part of the Cash Crusaders family?

The brand is solid, the franchisor is committed to the continual improvement and re-investment in the business. It is a pleasure to be part of an optimistic franchise group that is professional and serious about making the business work.

Do you and your staff attend regular training and workshops hosted by Cash Crusaders?

Yes, the training model as it currently stands is effective. The training not only equips staff to fulfil their roles in the business, but it also gives them a sense of belonging and personal development.

Do you have plans for the future of the business?

I am way past the average life span of a franchisee in a particular franchise. It seems to be a regular occurrence in Cash Crusaders for franchisees to stay longer than average. But I don't intend on leaving the franchise any time soon. Business must grow, and the same applies to my business.

