

The Cash Crusaders Experience

Owner Ryan Mitchell from Cash Crusaders Vredenburg

What appealed to you about Cash Crusaders?

South Africa's economy places every business under significant stress. You have no idea what could possibly throw your years of hard work under the bus on any day of the week. It is not only the local conditions; the global economy can throw some curve ball as well. You can prepare for some but not for others. That is what attracted me to Cash Crusaders. I wanted a business model that has proven itself through the really bad times, not just the good ones. Because Cash Crusaders has three profit centres, operational support, existing brand awareness and serious return on investment, I knew that even if the country falls into recession tomorrow, my business would be fine.

How was your first year of trading?

In 2014 I stepped into already established store. With the aid of the Cash Crusaders Operations Team, I quickly focused on revitalising the retail floor and building up the cash flow. The Marketing Team at Cash Crusaders created a massive marketing campaign online, in the newspapers – everywhere! This led to a huge increase in people coming to the store and more people were contacting the store to get items picked up from their houses. This built up the store stock and complemented the new goods in the store. I made more than my targeted profit turnover within months.

What support does Cash Crusaders give you?

The Operations Team keeps me on point, they never let me get slack on any part of the business. This isn't handholding but rather friendly consulting. I receive annual OSE reports that highlight any weakened areas, which also gives me a chance to step back and look outside the day-to-day operations.

Then there is the Training Team. They made sure that I opened the store as prepared as possible. I was put through eight intense weeks of in-depth training before I even started, just so I knew the business backwards and forwards. Throughout the year they keep me and my staff ahead of the curve in service and new, efficient ways of operating a second-hand retail store. The frequent training sessions always raise the bar and I love to raise my business to that level.

The national Marketing Team keeps the Cash Crusaders brand and my store in the minds of customers throughout the year. The fact that I am more than a local store means that customers have confidence in that they are getting the best deals possible.

Have your expectations been met?

When I started with Cash Crusaders, I came from an operations background. I had a good idea of what had to be done, then the in-depth training I received from Cash Crusaders before the store opened put me through my paces. I have grown this business from a R3.6 million turnover per annum to one that produces more than R14 million turnover per annum in less than five years.

What do you love most about Cash Crusaders?

I love the fact that I am using a tried and tested system. I am never left in the dark about potential challenges in the industry and Cash Crusaders is very firm on sharing information immediately, to my benefit. Their support has allowed me to reach my profit goals and more.



Cash Crusaders Store: Vredenburg
Franchisee: Ryan Mitchell