

# The Cash Crusaders Experience

## Ceagan Hendricks of Cash Crusaders Watergate

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

For me this was a chance to take the opportunity to run my own business and treat it as my own. With a Cash Crusaders joint venture store, I could own my own franchise even though I didn't have the start-up capital. I could start right now rather than spend years building up the capital before moving onto the next stage in my life's plan. In a Cash Crusaders store, I can create and enforce a unique culture and shopping experience for customers.

### What were the first few months like after opening Watergate?

The first few months were, and still are, a big challenge as I am slowly learning about my customers' needs and the demographic of the area I am situated in. Every time I started hitting a road block, Cash Crusaders' support and teachings came to the rescue before it became a problem. We can only improve month on month in profit, stock and efficiency. We are encouraging repeat business with our customers and are seeing the results in new goods, second-hand goods and secured loans against valuables.

### What support have you received from Cash Crusaders?

One of the things Cash Crusaders did was being 'all hands on deck' to ensure my store looked well-merchandised for opening. The Operations Team is always there, waiting to help. The Projects Teams stepped in with the modelling and furnishing of the store, while the Marketing Team pushed an intense opening campaign in our area to drive feet into my store. Cash Crusaders is always there in the background so I can ask assistance if needed.

Cash Crusaders' support systems, both when opening and in the day-to-day operations, makes owning the franchise invaluable to me. Then there are the regular training workshops run by Cash Crusaders. We have training three days a week. Team building and open discussions are vital, especially when we can learn from each other and grow.

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

I love offering my customers a unique shopping experience. The team I am blessed with makes being a part of Cash Crusaders highly enjoyable as the business is not complete without them. I love the fact that thanks to the three profit centres in the Cash Crusaders business model, I can meet and exceed my targeted turnover not matter what the South African economy is doing.

### Do you have plans for the future of your business?

Yes, I am very excited. I have big or can I say high expectations for the store and aim to get to a million-rand monthly turnover soon. While I don't currently own more than one store, I would love to in the future!

