

# FOR LOVERS OF A GREAT DEAL

The Entrepreneurial  
Franchise Opportunity

**CASH GENERATOR**



# CONTENTS

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WELCOME TO CASH GENERATOR	01
WHAT CASH GENERATOR DOES	02
THE CASH GENERATOR SERVICES	03
OUR FRANCHISEES	04
WHY BECOME A CASH GENERATOR FRANCHISEE?	05
SUPPORT WHEN AND WHERE YOU NEED IT	06
COULD YOU BE A CASH GENERATOR FRANCHISEE?	07
WHAT YOU'LL GET WITH A CASH GENERATOR FRANCHISE	08
WHAT OUR FRANCHISEES SAY ABOUT CASH GENERATOR	10
A GROWING NATIONAL NETWORK	12
TAKE YOUR NEXT STEP	13

## 10 REASONS TO INVEST IN A CASH GENERATOR FRANCHISE

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- ✓ Excellent Return on Investment \*
- ✓ Proven business model
- ✓ Established since 1994
- ✓ Over 60 Franchisees operating 130 stores across the UK
- ✓ High growth opportunity, recession proof business model
- ✓ Single store and Multi-site opportunities available
- ✓ Multiple revenue streams including online and in store
- ✓ Exclusive franchise territories awarded for 10 years
- ✓ Ongoing training and support packages tailored to your needs
- ✓ Bespoke EPOS and website ecommerce platforms

\* Estimated 10-20% net profit when fully developed subject to individual business plans, store location and Franchisee performance

The Entrepreneurial Franchise Opportunity

# WELCOME TO CASH GENERATOR

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**Cash Generator is a franchisee-based business, focused on being the first place customers come to sell and buy second hand items.**

Sellers can access **Superfast Cash™** for their unwanted items, while buyers can pick up fantastic bargains. We've been around since 1994 and we're a brand trusted by our customers. And we're part of the communities we work in – providing customers with a friendly welcome from staff who understand their needs and who'll be fair and open with them.



# WHAT CASH GENERATOR DOES

**There's a growing global trend towards reusing and recycling, and Cash Generator is at the heart of a movement that enables sellers to get value for their unwanted items, and for buyers to make their hard-earned cash go further.**

And Cash Generator is accessible – providing opportunities for customers to sell and buy on the high street or online.

Our franchise owners have the ability to provide **Superfast Cash™** to members of the general public for items that are no longer wanted – with items ranging from vintage games consoles to the latest HD televisions.

**Our top five selling product categories are:**

- Mobile phones
- Tablets
- Gaming tech
- Laptops
- Televisions

What sets Cash Generator apart from most retailers is that we offer customers a flexible term buy back option when selling their goods.

Buyers know that at Cash Generator they will find a constantly refreshed range of top brands at affordable prices. Items they can pick up and see before committing to buy, and they have the reassurance of Cash Generator's no quibble refund policy and guarantee.

**Why we're unique**

Our flexible business model means that, alongside buying and selling second hand items, we can offer franchisees the opportunity to access a selected range of new or graded (end of line or reconditioned) items.

Additionally we offer vaping products, we buy and sell gold and jewellery, and we're always seeking new opportunities, all providing multiple income streams for franchisees.

We recognise that not every item can find a buyer locally so, through our website, franchisees can access buyers nationwide. As the online environment continues to develop and grow, the Cash Generator website is proving to be an increasingly valuable tool for franchisees, enabling them to list and sell items in a high traffic volume marketplace that benefits from the values and profile of the Cash Generator brand. Franchisees can also access other popular ecommerce sites, such as eBay and Amazon to find buyers.

## THE CASH GENERATOR PROPOSITION

**WE'RE UNIQUE**

As the only cross-category buy and sell franchise offering such a flexible business model on the high street, we're completely unique.

**WE OFFER FREEDOM WITHIN A FRAMEWORK**

Our business model is tried and tested, but we always welcome new ideas and encourage innovation.

**WE BELIEVE IN ENTREPRENEURSHIP**

There's no feeling quite like running your own business. And we'll make sure you get the support and development to become an even better entrepreneur.

**WE'LL HELP YOU BE PROFITABLE**

97% of all franchise businesses are profitable.\*

\*Figures from the NatWest British Franchise Association Franchise Survey 2015

# THE CASH GENERATOR SERVICES – AT A GLANCE



## BUYING SECOND HAND ITEMS

We purchase unwanted items from sellers who want to access **Superfast Cash™**



## NEW & GRADED ITEMS

We sell new, reconditioned and end of line products



## RESERVE-IT

Buyers who want to reserve an item to buy at a later date can do so with a small deposit



## BUY BACK

Sellers are able to repurchase their item with our flexible term buy back option



## VAPING

We sell vaping products and consumables



## TRADE-INS

Buyers can trade in their old item against a newer model



## RETAIL

We sell high quality used items at good prices, backed by our own guarantee



## GOLD, JEWELLERY & WATCHES

We buy and sell these items and purchase scrap gold



## ONLINE

The Cash Generator website is easy to use for both franchisees and buyers and attracts up to 350,000. Other online tools include popular ecommerce websites such as eBay and Amazon.

# OUR FRANCHISEES

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**The franchisees we work with are people who share our values of transparency and fairness, and they are as committed as we are to growing the Cash Generator business.**

Obviously they're entrepreneurial in nature too - and we actively encourage this by providing regular opportunities for them to network and share success stories.

Being at the heart of the communities they serve also means our franchisees are tuned into the latest local trends - providing commercial opportunities for them to respond to, such as local events and social developments.

Our franchisee partners also benefit from the backing of the Cash Generator brand, whether that's driving business their way or providing constant support to ensure their business is as successful as it can possibly be.



# WHY BECOME A CASH GENERATOR FRANCHISEE?

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## So, we've told you what we do and how we do it. But why should you join us?

Well, to begin with, you'll be part of a national brand and a countrywide network - meaning that buyers and sellers know what they can expect when they enter your store and transact with you. The reassurance that you are backed by a long established business inspires confidence in your customers and that means greater revenue for you.

Our track record, and the success of our existing franchisees, means you can be certain that you are buying into a proven business model. A business model that is resilient to the ups and downs of the local and global economic climate and taps into a growing and vibrant market that already exists - right across the UK.

And it's not just second hand items you'll be dealing in - we provide our franchisees with the opportunity to access a selected range of new or graded items, vaping products, gold, jewellery and other goods. This freedom within a framework lets you take advantage of opportunities and trends as they emerge and create multiple income streams.

## CASH GENERATOR IN NUMBERS

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# 60+

## CASH GENERATOR FRANCHISEES

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## OUR FIRST FRANCHISE OPENED ITS DOORS IN 1997

# SUPPORT WHEN AND WHERE YOU NEED IT

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**Being part of a national brand, you can be sure you'll never be on your own. As well as regular opportunities to network with your fellow franchisees, Cash Generator will provide you with the comprehensive training and support package that you would expect from a business like ours.**

You will benefit from an initial six-week training course, which is a mix of classroom learning at our training academy attached to our head office in the beautiful city of Edinburgh, and in-store training at a location that's convenient for you.

Once you've opened your store, you'll also have a mentor to lean on – someone who's already a successful Cash Generator franchisee. And you'll join a 12 month training academy programme with targeted and specialised support to assist you through your first trading year as a Cash Generator franchisee and beyond.





# COULD YOU BE A CASH GENERATOR FRANCHISEE?

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**If you enjoy dealing with people, are happy to take a hands-on approach, have bags of energy and drive, and want to run your own operation, then you could join our network of successful Cash Generator franchisees.**

Whilst the ultimate responsibility for success always sits with the franchisee, we'll provide you with guidance and support – whether that's help with local market research and your business plan, through to training for you and your team, finding suitable premises and recruiting staff. We believe that ongoing support is vital too, so you'll have a dedicated Business Development Manager who you can call on for advice when you need it most.

And our support doesn't stop there. There are regular opportunities for you to meet up with other, more experienced, franchisees and to hear about the latest trends and developments for you to capitalise on. Importantly you will be part of a growing network of franchisees developing the Cash Generator brand into the best place to sell and buy.

## CASH GENERATOR IN NUMBERS

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OVER **130** STORES  
CURRENTLY WITH  
PLANS TO GROW  
TO OVER  
**200**

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**97%**  
OF ALL FRANCHISE  
BUSINESSES  
ARE PROFITABLE\*

\*Figures from the NatWest British Franchise Association Franchise Survey 2015

# WHAT YOU'LL GET WITH A CASH GENERATOR FRANCHISE

## **01. EXCLUSIVE TERRITORY**

You will be provided with an exclusive pre-qualified geographical territory that no other franchise or company owned store will be allowed to trade within.

## **02. ACCESS TO BESPOKE TERRITORY & DEMOGRAPHIC MAPPING SOLUTIONS**

Using demographic and territory planning software, you can be absolutely assured that your assigned territory has been pre-qualified in terms of ensuring that it already contains the key quantity and demographic penetration required to make your business a success.

## **03. LICENCE TO TRADE AS A CASH GENERATOR FRANCHISEE**

Your initial franchise fee incorporates, in part, the cost of a licence to trade as a Cash Generator franchisee within your chosen territory for a 10 year period.

## **04. 10 YEAR FRANCHISE AGREEMENT**

An extremely robust and time tested document created to protect you throughout your tenure as a Cash Generator franchisee.

## **05. INITIAL INDEPENDENT ADVICE PROVIDED ON THE STRATEGIES AND FUNDING OPTIONS TO ASSIST WITH ACQUIRING YOUR FRANCHISE**

As part of the package you will be introduced, at no additional cost, to an independent consultant that will provide you with initial funding guidance and advice.

## **06. PREMISES SELECTION SUPPORT**

The location of the premises you select is critically key to the process of success, and experience tells us that multiple factors, such as footfall etc, must be carefully considered. To assist you in this process you will be provided with specialist support to ensure the site you select is both suitable and fit for purpose.

## **07. ACCESS TO A BESPOKE AND FULLY FUNCTIONAL EPOS SYSTEM**

In 2017 Cash Generator invested a seven figure sum into producing a brand new and bespoke intuitive state of the art, and fully fit for purpose, touch screen EPOS system that has been designed specifically for maximising and driving a Cash Generator business. As a franchisee, you will have immediate access to this system and you'll be provided with all the training you require in order to ensure you maximise all of the opportunities the system presents.

## **08. PRE-OPENING SHOP FIT / PROJECT MANAGEMENT SUPPORT**

Planning and project managing store openings is very much an art form perfected over time, which is why we provide every new franchisee with a full turnkey service which manages the process from start to finish, leaving you free to concentrate on your preparations for becoming a Cash Generator franchisee.

## **09. PRE-OPENING MERCHANDISING & STORE SETUP SUPPORT**

Once your store fit-out has been completed, it's on to the fun part of merchandising and setup. Members of the operational team will be on hand in a full time capacity to assist you and your new team in getting your store both operational and looking great. But it doesn't end there. In addition to getting your store in a position to trade, an experienced Cash Generator manager will be made available to you in your first full week of trading to provide on-hand operational assistance.

## **10. OPENING STOCK PROCUREMENT SUPPORT**

As part of the turnkey service, we will not only assist and guide you in the procurement of your opening stock package but also give you full and unlimited access to our network of nationwide suppliers.

## **11. BESPOKE OPENING MARKETING PACKAGE**

To ensure your business gets off to the best possible start you will receive a full marketing launch package tailored to your individual location by our experienced in-house marketing team.

## **12. SUPPORT WITH LICENCE APPLICATIONS**

Our operations team stands ready to assist and support you through every stage of the licensing applications process, right through from second hand dealer's licenses to data protection. If your business requires it, we will help you get it.

## **13. STAFF RECRUITMENT & TRAINING SUPPORT**

Ensuring that you start your Cash Generator journey with the correct team around you is a key component to success, which is why we are happy to work with you in terms of recruiting your team and providing specialist training support.

## **14. 12 MONTH CASH GENERATOR TRAINING ACADEMY PROGRAMME**

We know that preparation and ongoing training are two ways to help ensure that you get your franchise business off to the best possible start. That's why we provide an extensive training programme that covers pre-opening and lasts throughout the first 12 months of your journey. After all, we want you to be successful just as much as you want to be successful.

## **15. ACCESS TO A DEDICATED BUSINESS DEVELOPMENT MANAGER**

It's 100% in everyone's interests for you to be as successful as possible, which is why we will allocate you an experienced Business Development Manager from day one to provide you with dedicated and ongoing support.

## **16. ACCESS TO THE FRANCHISE NETWORK & MENTOR**

We understand that being a first time franchisee can be a scary place at times which is why, in addition to having access to a dedicated Business Development Manager, you will also be allocated with a long established, experienced and successful franchisee as a mentor. Your mentor will be on hand to support and assist you in the early years and will provide valuable insight that only a fellow franchisee can.

## **17. ACCESS TO THE MARKETING TEAM**

In addition to giving you the best possible marketing launch for your business, you will also have unlimited access to a dedicated marketing resource throughout your tenure as a franchisee. Everything from designing individual advertising pieces to fully bespoke marketing campaigns, our experienced team will always be on hand to support your business both at the start and throughout your journey as a Cash Generator franchisee.

## **18. OPERATIONS MANUAL**

You will be provided with a hugely in-depth operations manual which fully details 'how to' in every aspect of the Cash Generator business, including providing best practices.

## **19. EMAIL ADDRESS SETUP**

Unique @cashgenerator.co.uk email account created for you and your business.

# WHAT OUR FRANCHISEES SAY ABOUT CASH GENERATOR

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I opened my first store in Kilmarnock 12 years ago and now own an additional two. I wanted to reap the rewards of my own efforts and build up a business that would act as a pension pot, so I needed to invest in a recession-proof model that would stand the test of time. Support from my franchisor is always available but varies vastly now from the early days of hand-holding to learn the basics. Nowadays I benefit from being able to listen, analyse and act on advice not only from the franchisor but from the established network of fellow franchisees.

– Alan Murdoch, Kilmarnock

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I became a franchisee in 2002, mainly because I wanted to operate under a secure brand and, whilst having run various businesses prior to this, I felt as though having the back-up of this brand and ongoing business support and advice would help me progress and secure my future. After two years I realised this had been the correct decision, exceeding all my financial expectations of the business, which encouraged me to open a second store. I feel as though I would definitely not have achieved this level of financial security had I chosen to operate a standalone business.

– Kevin Old, Bournemouth & Shirley

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We bought an existing business, confident that our experience with retail and customer service would improve the performance. With the franchisor's support and minimal funding we have been proven correct and are seeing very strong returns on our investment. It's hard work and every day throws up new challenges but the variety of income streams and stock we buy and sell means that the business is still growing strongly into its third year of our ownership. Our advice is to listen to the franchisor and always look at what your fellow franchisees are doing in order to maximise opportunities.

– Andria Anderson, Hartlepool

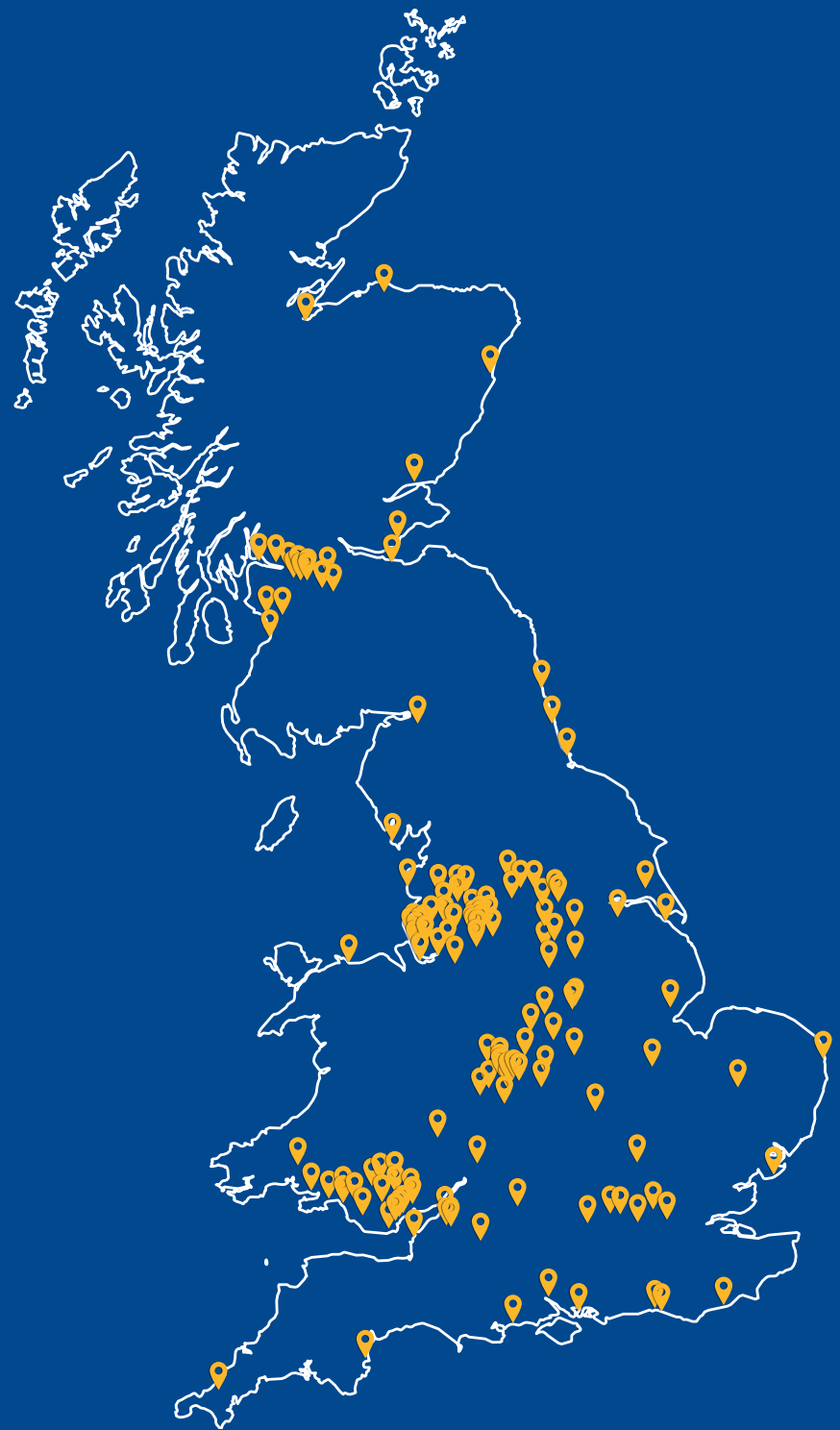
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The Entrepreneurial Franchise Opportunity

# A GROWING NATIONAL NETWORK

Our expertise will ensure you find the optimum location to open your Cash Generator store.





## TAKE YOUR NEXT STEP

Taking your next step is simple. Have a quick chat with us by phone and then join us at one of our discovery days. Here, you will fully explore if this is the right move for you.

**Contact us today.**

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