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STORE OWNER CASE STUDY

'Costcutter', Paisley
Store owner: Jay Javid

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Jay Javid has just opened his second Costcutter site in Paisley.

“Our cash machine has been used 3,500 times in the two weeks the store has been open,” says Mr Javid.

“It’s quite a busy cash point, and the majority of people who use it come into the store and spend their money here.”

“I had a profitable cash machine in my old shop, so it was only natural to have one in the new store as well,” he explains.

“It’s clearly what the customers want.” he says.

“In fact, so many people use our ATM that it frequently runs out of money. Luckily, CashZone are quick to fill it up again, because when it runs out, our sales drop dramatically.”

“In my old store, we’d easily lose £1000 if our cash machine ran out of money on a Saturday,” he asserts.

Mr Javid has built his business strategy on offering a variety of services to customers.

“I believe in the one stop shop, so we offer our customers everything they need: an ATM, PayPoint, CollectPlus, the Lottery – everything,” he says

“I think the customers appreciate being able to do all these things in one location and it is a great boost to my business.”

