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## STORE OWNER CASE STUDY

‘James & Co Supermarket’, Nottingham

Store owner: Alanzo James

19.05.2014

**Alanzo James and his wife** run James & Co Supermarket in Nottingham and have just installed a new ATM.

*“We’ve had it for just two weeks now, but already we’re seeing more customers,”* says Mr James.

*“And our regulars are very happy that we’ve got the cash machine for them to use too.”*

The couple opened their store only six months ago, in Robin Hood Chase, a little way out of the city centre.

*“We installed the cash point because we wanted to provide a service to the people in the area,”* says Mr James.

*“But it’s also giving our business a boost.”*

*“The cash machine is definitely being used a lot,”* he confirms.

*“It’s convenient, and I think people prefer to get several things done in the same place.”*

As well as an ATM, their store offers PayPoint to the customers.

*“It’s what people want, so we give it to them.”*

