



STORE OWNER CASE STUDY

'Nisa Euston, London'

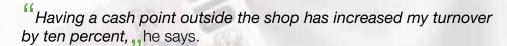
Store owner: Vijay Patel

11.06.2014

Vijay patel runs a Nisa store in Euston, London and has been in business for 32 years.

"We have a 'fiver only' cash machine and it's a real winner. It's the only one of its kind in our area, says Mr Patel.

Giving customers easy access to cash, and especially small notes, is great for a small store like ours in these tough economic times.



We used to have a cash machine inside the store and we always made some money out of it. But about eight years ago we installed a 24-hour one outside instead as we were expanding the store, and now we are really seeing results.

"The local cab drivers know that my cash point has £5 notes so they always stop here with their passengers. We know to expect the pub crowd on Friday nights,, the says

"My regular customers are happy too, because I don't have to charge them 50p for small card payments anymore. Now they just get a fiver from the machine and buy what they need."



