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## 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.”*

*“Having a cash point outside the shop has increased my turnover by ten percent,”* he says.

*“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,”* he 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.”*

