

Taking the Industry by Storm

Play N Trade

Franchise Owner
Michael Frangella

Success Magazine: How do you define success?

Michael Frangella: Success is finding a place in life where you are happy and at peace with what you have accomplished over a period of time.

SM: Were you looking for a franchise opportunity?

MF: Yes, I was seeking an entrepreneurial business opportunity that already had a proven formula for success.

SM: What was it about Play N Trade that stood out to you?

MF: The store designs and the corporate attitude. Play N Trade has a reputation of being a cool, fun place to work and shop.

SM: Had you owned a company before?

MF: No, this is my first business venture.

SM: How did your past work experience prepare you for success in this role?

MF: I have worked in retail and technology for the past twenty years, and I feel that I have successfully applied the knowledge that I gained from those corporate experiences to my new role as a business owner.

SM: Play N Trade has hundreds of stores across the country. Are there any others in this area?

MF: Play N Trade has over 260 stores across the U.S. I have purchased the rights to the six counties within the Capital Region and have the only Play N Trade stores in this area.

SM: When did this Play N Trade location open?

MF: We opened in Colonie Center on September 9, 2008.

SM: What makes Play N Trade unique in the industry?

MF: Play N Trade is the only video game store that employs the "try before you buy" concept. We are also unique in our selection, as we carry retro and import video games. We hold local and national tourna-

ments on a monthly basis, setting us apart in the industry.

SM: What services do you offer?

MF: We offer repair services on systems and discs.

SM: Tell me about these tournaments that you host.

MF: We have held several small tournaments and we have a National Guard sponsored tournament coming up on January 16th, 17th and 18th. This will be a local, regional, and national Call of Duty tournament. We will be posting a tournament

calendar on our website and in our stores with updated information throughout the year. We also offer a weekend challenge, where customers can take on a Play N Trade employee to win a prize.

SM: What advice would you give to someone looking into purchasing a franchise?

MF: Do your homework. Take the time to make sure the franchise meets a need in the market.



PLAY N TRADE

VIDEO GAMES

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