
Wholesale Case Study

Classification System

Used YTD numbers

Sales

GP%

Return

Top 3 & Bottom

Top

MB Collision - Import Specialists - Vana Max

Bottom

HT Ford - MD Used Cars - MM Auto Sales

Action Plan

To increase from 16% to NADA Guide 20% Gross

Cutting back on return rate - Start by calling and finding out why we are returning at such a high with some vendors.

Doing an analysis of the current inventory to make sure we have the right parts in stock and finally, doing some door knocking and building a better wholesale business.
