

NADA Wholesale Case Study

Value is determined by most consistent & highest gross profit. Also, took into account ytd and prior year sales.

Going forward,

1st- hire one extra counter person to increase sales

2nd- decrease the amount of parts drivers to one, possible even going with a part timer, to decrease expenses. Re-evaluate every qtr.

3rd- have parts managers go out to body shops with pizza/ cookies/ and business cards, just so every shop knows we are out there to help them.

Strongest Body Shops:

1st- Vanamax- strong and consistent

2nd-M&B Collision

3rd- H&T Ford

Going to add an Honorable Mention. M&M gets the HB because they were strong and then they returned more a lot of parts. Kind looks like a new management coming in and shouldn't be overlooked.

Weakest:

1st-M&D slow to pay plus high returns

2nd-AAAAAauto Collision- weak sales plus high returns.

3rd- JD Auto- weak sales plus late payment.