

Our wholesale is not doing enough business. I believe we can grow this portion of our business. It only accounts for 21.66 which is above guideline but I feel we could get to 25% and get 25% Gross Profit as well. We can implement these steps today. I would say by the beginning of the 4th quarter we should have reached our goals. I think with 5 easy steps we can increase our sales and bottom line.

1. I believe we should be asking for more business from our current clients. Taking every opportunity to let them know they might also need this part, gasket, screw, bolt, washer, or sealant. Asking if they have any other needs while they are on the phone.

2. We should send out our best relationship building advisor to local body shops, repair facilities, and garages. This way we can introduce ourselves and bring them donuts or business propaganda.

3. We will send an email to all local businesses informing them of our company and special pricing for new customers. This will be another to let people know we want to earn their business.

4. We will follow up the email blast with a direct mail campaign. Reintroducing our company and what we are all about. We will also be offering a first-time buyer coupon.

5. With a laser focused customer experience I believe we can ask for an additional 1-3% and pick up some much-needed gross profit.