



# Wholesale customer Case Studies Classifications

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MARY, LANCE, RAJ, ABIGAIL

# Top Three Customers

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1. VanamMax ( Most GP%, Highest Sales YTD, COD)
2. M&B Collision (2<sup>nd</sup> Highest GP% and Volume Sales, COD)
3. MFD Car Doctor (High GP%, Current)



# Bottom Three Customer

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1. M&D Used Cars (Low GP% and Overdue)
2. JD Auto Leader (Low GP% and Overdue, trending small growth in sales )
3. Accidents Happen ( Low GP% and the Sales volume dropping)



# Opportunities

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- Payment Process
- Direct Line or a Chat directly for wholesale
- Increases sales from prior month and get a free Carwash
  - Free factory diagnosis
- Upgrade website to located parts



- NEIL ARMSTRONG