

Describe your classification system.

Name	MTD Sales	MTD GP %	MTD Return	MTD Total GP	YTD Sales	YTD GP	YTD Return	YTD GP	Prior Year Sales	Prior Year GP	Prior Year Return	Prior Year GP	Credit Terms	Account Status	MTD ACT GP	YTD ACT GP	PRY GP
H & T Ford	\$14,548	10.7	5.6	\$1,469.46	\$188,829	11.4	9.1	\$21,528.50	\$130,820	11.9	8.5	\$14,244.33	Net30	Current	10.10%	11.30%	10.80%
M & B	\$19,283	19	12	\$3,224.11	\$192,762	18.6	9.8	\$32,340.06	\$200,480	17.9	11	\$31,938.46	COD	N/A	16.70%	16.70%	15.90%
B & L	\$6,680	12	5	\$761.52	\$108,734	12.7	10.6	\$12,345.44	\$120,174	10.5	16	\$10,599.34	COD	N/A	11.40%	11.30%	8.80%
M & D	\$4,968	5.8	3.6	\$277.77	\$94,439	7.6	7.4	\$6,645.23	\$75,785	11.3	8.9	\$7,801.51	Net30	Overdue	5.50%	7.00%	10.20%
M & M	\$7,166	7.8	6.9	\$520.38	\$105,208	7	8.8	\$6,715.47	\$129,715	13.6	8.6	\$16,124.09	COD	N/A	7.20%	6.30%	12.40%
JD Auto	\$1,155	20	1	\$228.69	\$1,155	20	1	\$228.69	\$36,380	21.21	2.8	\$7,500.14	Net15	Overdue	19.80%	19.80%	20.60%
Import	\$8,441	20	3.3	\$1,632.48	\$22,147	20.3	5	\$4,271.04	\$18,772	18	4.7	\$3,220.14	Net30	Current	19.30%	19.20%	17.10%
Accidents	\$3,355	11	5.6	\$348.38	\$7,755	11.8	8.2	\$840.05	\$51,225	10.9	6	\$5,248.51	Net30	Current	10.30%	10.80%	10.20%
AAAAAuto	\$2,215	16.2	10	\$322.94	\$13,447	17.1	10	\$2,069.49	\$22,800	16.8	13	\$3,332.44	Net30	Current	14.50%	15.30%	14.60%
VanaMax	\$22,847	24	13	\$4,770.45	\$255,103	25	10	\$57,398.17	\$294,222	24.8	8.6	\$66,691.88	COD	N/A	20.80%	22.40%	22.60%
MFD Car	\$8,003	20.2	11.7	\$1,427.46	\$87,321	19.5	14	\$14,643.73	\$118,972	19.9	8.2	\$21,734.04	Net30	Current	17.80%	16.70%	18.20%
BP Customs	\$6,716	14	4.7	\$896.04	\$82,625	18.3	5.9	\$14,228.27	\$90,641	18.9	6.4	\$16,034.75	COD	N/A	13.30%	17.20%	17.60%

#	Customer Name	MTD Sales	MTD GP%	MTD Return %	YTD Sales	YTD GP%	YTD Return %	Prior Year Sales	Prior Year GP%	Prior Year Return %	Credit Terms	Acct Status	Rank
1	H & T Ford	\$14,548	10.70%	5.60%	\$188,829	11.40%	9.10%	\$130,820	11.90%	8.50%	Net30	Current	10
2	M & B Collision	\$19,238	19.00%	12.00%	\$192,762	18.60%	9.80%	\$200,480	17.90%	11.00%	COD	N/A	3
3	B & L All makes Repair	\$6,680	12.00%	5.00%	\$108,734	12.70%	10.60%	\$120,174	10.50%	16.00%	COD	N/A	
4	M & D Used Cars	\$4,968	5.80%	3.60%	\$94,439	7.60%	7.40%	\$75,785	11.30%	8.90%	Net30	Overdue	11
5	M & M Auto Sales	\$7,166	7.80%	6.90%	\$105,208	7.00%	8.80%	\$129,715	13.60%	8.60%	COD	N/A	12
6	JD Auto Leader	\$1,155	20.00%	1.00%	\$1,155	20.00%	1.00%	\$36,380	21.21%	2.80%	Net15	Overdue	
7	Import Specialists	\$8,441	20.00%	3.30%	\$22,147	20.30%	5.00%	\$18,772	18.00%	4.70%	Net30	Current	2
8	Accidents happen	\$3,355	11.00%	5.60%	\$7,755	11.80%	8.20%	\$51,225	10.90%	6.00%	Net30	Current	
9	AAAAAuto Collision	\$2,215	16.20%	10.00%	\$13,447	17.10%	10.00%	\$22,800	16.80%	13.00%	Net30	Current	
10	VanaMax	\$22,847	24.00%	13.00%	\$255,103	25.00%	10.00%	\$294,222	24.80%	8.60%	COD	N/A	1
11	MFD Car Doctor	\$8,003	20.20%	11.70%	\$87,321	19.50%	14.00%	\$118,972	19.90%	8.20%	Net30	Current	
12	BP Customs	\$6,716	14.00%	4.70%	\$82,625	18.30%	5.90%	\$90,641	18.90%	6.40%	COD	N/A	

Criteria for Ranking Top and Bottom Customers:

YTD GP%: gross profit percentage for each customer. Customers with a higher YTD GP% are considered more profitable and are more likely to be ranked as top customers.

YTD returns %: percentage of products returned by each customer. Customers with a higher YTD returns % are considered less profitable and are more likely to be ranked as bottom customers.

Account status: measures the overall status of each customer's account, including factors such as credit history and account activity. Customers with a good standing status are more likely to be ranked as top customers. And for customers with a negative account status are more likely to be ranked as bottom customers.

Payment status: View by analyzing each customer's payment history and whether they consistently pay their bills on time. Those who regularly pay their bills on time are more likely to be ranked as top customers, while the ones who frequently make late payments or miss payments are ranked as bottom customers.

Top 3 customers:

- #1 VanaMax
- #2 Import Specialist
- #3 BP Customs

VanaMax is ranked as the number one customer and has the highest YTD GP% of 25%, making it a strong candidate for a top customer. The other 2 are with similar status.

Bottom 3 customers:

- #1 M & D
- #2 M & M
- #3 JD Autoleader

M&D, M&M and JD Autoleader are the bottom ranking customers which consists of low GP%, and overdue payments.

Identify some opportunities for improvement and describe how you can take advantage of them.

1. Increase GP percentage on higher return shops, enforce stricter return policies, and a higher restock fee. Establish a wholesale representative to build stronger relationships with loyal customers and communicate the need for slight GP increases to meet economic measures.
2. Contracting with a firm to increase local wholesale customers and create an online presence.
3. Target new wholesale customers with more aggressive and in-line GP numbers.
4. Contact existing bottom GP customers to inform them of slight price increases to move them to a more reasonable amount over time.
5. Offer point-of-sale material to body shops at no additional cost.
6. Implement a return limit for high return rate customers and reward low return rate customers from the pricing matrix. Focus on building relationships with existing low-volume accounts and potential new customers like AAAAuto, JD Auto, and Accidents Happen.
7. Certify more body shops under our dealership to increase OEM part orders.
8. Use a pricing matrix based on volume or dollar value to optimize markups.
9. Do frequent shop visits to build relationships and gain business.

10. For bottom GP or high return rate customers, offer less discounts and enforce stricter return policies. (Train our staff to enforce stricter return policy and offer less discounts to those who consistently return parts.)

Consider incentive programs, like those employed by airlines, hotels, department stores, grocery stores, etc.

1. Advantage rewards program
2. CollisionLink price matching
3. Volume discounts
4. statement credits