

Wholesale Action Plan

I will increase our Parts Wholesale Business from 300K per month to 450K per month by the end of 2024. After evaluating our parts wholesale business, I found out with my team that there is a huge opportunity for us to grow in this space. Our dealer as well as our team shares our vision in growing the wholesale space, but we need to overcome one big obstacle which is space. In order to store more parts to sell we need more space, which is something we have been looking into. A huge benefit in achieving our goal will be to dominate this space in our district and to continue to make the parts department a focal point in our dealership. Also, by adding more available parts to our wholesale customers we would be able to add more outside sales reps and increase our advertising in that department to formulate a substantial increase in profit for the parts department as well.