Vehicle Inventory Management Solution

CooperCars

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Quick Introduction

- Solution provides dealer with valuable information about vehicles available in inventory.
  - Designed as a tool for dealers to use when consulting with a potential customer.
  - Dealer will add vehicles to inventory by **uploading a spreadsheet** with VIN, sale price, dealer price, status.
  - Data and image of vehicle is pulled from **online sources** and presented in its own landing page.

Features

- Dealer **logins** to access the application - ensures an unauthorized third party cannot access inventory information.
- **Easy-to-use** interface to view inventory
- Quickly **filter and sort vehicles** based on feature interest (**vehicle type, fuel source, safety features**)
- View **detailed specs and pictures** of each vehicle
- Easily **upload a spreadsheet** to batch add to inventory (works well with dealer's **existing workflows**).
- Remove from inventory based on **sales status** or **spreadsheet**.

Purpose and Business Outcomes

- Dealers may carry **hundreds of vehicles** of different makes and models.
- Our inventory management solution targets small car dealers that
  - Use only an **Excel spreadsheet or basic database software** (Microsoft Access) to manage inventory
  - Solution streamlines a car dealer's workflow, allowing them to focus on things **other than mundane inventory management**
- From Consumer Reports: "In a national survey of U.S. drivers planning on buying a new or used vehicle in the next two years, 51 percent said it was important that their next car have a rearview camera or backup warning, and 45 percent said they wanted a blind-spot warning system."
  - **Our solution allows the dealer to quickly understand which vehicles in their inventory have these safety features and meet this crucial consumer need.**

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