



**Cooper**  
solutions

# 500 dealers are now enhancing their bottom line with Cooper Solutions

**H**ow does a dealer improve performance in these difficult times? How can current used car opportunities be optimised through improved management of the preparation cycle and frequent review of selling prices? How can revenue and costs be monitored quickly and easily so that forecasting is accurate and a means of improving profitability? A growing number of dealers are turning to Cooper Solutions to help them answer these and many other such questions...

Since 2001 Cooper Solutions has been helping dealers throughout the UK increase the efficiency and profitability of their businesses. Dealers of all sizes and franchises use Cooper Solutions' *FullCover* fleet management programme, and increasing numbers are signing up for its other systems, *FullControl* and *FullForecast*.

And for good reasons – they are easy to install and use, provide immediate benefits and payback, and, most of all, they work!

## Solutions to dealer problems

All of Cooper Solutions' products are developed by people who have an in-depth understanding of what it is to be a dealer. Barry Cooper, MD of Cooper Solutions, worked for many years with BMW UK and as a Dealer Principal with Sytner Group. He knows the challenges facing dealers, and how important it is to work efficiently, protect margins and manage costs. Cooper Solutions products are designed to meet critical needs within dealerships, filling the gaps left by other systems and generating significant benefits. Supporting it all, Cooper Solutions has a genuine commitment to the highest possible levels of expert customer service.

**"WE HAVE REDUCED COURTESY CAR COSTS AND IMPROVED CUSTOMER SERVICE LEVELS"**

**Brian Schumacker, Lookers Plc**

## Risk cover and recovering cost

The most widely-used Cooper Solutions product is *FullCover*, a cost-effective fleet management tool that manages a dealer's courtesy and demonstrator fleets efficiently, and encourages staff to recover costs. *FullCover* can provide a very competitive daily insurance rate of £3 per day for most cars, and a dealer operating 10 courtesy vehicles should typically be able to recover £1,000 per month by using the system.

"All Lookers, Charles Hurst, Dutton Forshaw and Taggarts dealerships use *FullCover* to manage their courtesy cars, recover costs as appropriate and monitor fleet utilisation. Set up and training was of a very high standard and is matched by Cooper Solutions' subsequent support and commitment to the achievement of our objectives. We considered all our options before proceeding with *FullCover* and the benefits to Lookers have been significant with reduced courtesy car costs and improved customer service levels," said *Brian Schumacker, Operations Director, Lookers Plc*

## Taking control of used cars

Used car departments offer great potential for increased revenue from improved management of cars through the preparation, sale and delivery cycle. Cooper Solutions' *FullControl* helps dealers win the race against time that is true of all used car operations. From the prepara-

**FullForecast™**  
financial management system

**FullCover™**  
fleet management system

**FullControl™**  
stock management system

tion cycle to age stock management and delivery it measures everything that impacts on a car's profitability. It provides management and retail stock lists, a rolling list of due cars and margins on the most recently sold cars. The opportunities for revenue improvement and cost reduction are dramatic.

Andrew Hulcoop is group managing director of Cotswold Group, which sells around 4,000 new and used units a year from sites in Cheltenham, Gloucester and Hereford.

"Cooper Solutions has proved very good at giving us a solution that we want.

Its programmes dovetail well with our Kerridge DMS system and deliver highly detailed information on which to base our business decisions, whether that's about an individual car on our used stock list or a longer-term strategic decision around how to further develop our business.

The forecasting system is a great management tool. It dissects the information in our DMS and pulls this into a summary that is automatically available to me and my managers. We can see at a glance

where we're heading and take whatever action is necessary in good time."

## Forecasting success

Cooper Solutions' *FullForecast* automatically extracts and produces daily reports of all the dealership's key financial measures – month and year to date performance compared to budget – with full management forecasting functionality.

*FullForecast* provides the high level figures required by a dealer principal or finance director on demand, and allows managers to 'drill down' into every cost and revenue line to compare latest figures with budget or historic data.

Sales, costs and margins, labour sales, work in progress, parts revenues and a wealth of other data is immediately available.

A Debtors suite has recently been added that tracks aged debt by ledger, by account and even down to document number, while a date stamped notes facility provides an audit trail of credit control activity.

## Case study: David Holmes BMW in Stockport

Colin Woods is dealer principal of David Holmes BMW in Stockport. He is responsible for a £50 million business, and uses the full suite of Cooper Solutions products.

"We sell almost 2,500 new and used BMWs and MINIs a year, and have more than 100 used cars in stock at any one time. Cooper Solutions' products

have helped us manage our used cars more efficiently, deliver better customer service, and improve our margins.

The forecasting system has brought major benefits. Before we introduced it each department produced its forecasts in its own way, which brought problems in comparing and consolidating the forecasts across the business.

Now when our management team holds its weekly meeting we are all looking at figures presented in the same way and which each of us can easily understand. That information is accurate and up-to-the-minute, which means that we can make decisions to protect and improve our margins based on good quality data."

**Cooper Solutions is already a key partner in 500 dealers' businesses. *FullCover*, *FullControl* and *FullForecast* are cost-effective solutions. They have been designed with dealers for dealers, and are helping businesses manage their way through the current market.**

**Phone Cooper Solutions and let the team demonstrate how your business can benefit straight away: Call 0844 5611224 or visit [www.coopersolutions.co.uk](http://www.coopersolutions.co.uk)**