Their motto: *make buying and selling cars as simple and enjoyable as driving them*

First of its kind in the Spanish market and, as a result, is growing rapidly – *digital sales is ~200 cars / month* with a *target* of ramping this up to *500 cars / month* within the next 6-12 months

Currently operates only in Spain with ambitions of expanding through Europe once their market share in the Spanish market is significant

Benchmark practices from top players in the US, including CarMax and Carvana, in terms of Pricing, Sourcing, Marketing, Sales and Operations. Prioritize and pilot test change initiatives while on-site

About our client:

- Digitalized the experience, eliminated steps and reduced lead times
- Created a trade-in owner that oversees process end to end in order to reduce friction among stakeholders
- Automated dashboard creation off manual data entry
- Created new data categorization, consolidated input and built new dashboard 2.0
- Built tool that sales reps use to calculate the delivery date of a car based on several variables
- Built a model to forecast how the sales force will need to grow as the company continues to grow rapidly

Project Goal

On-site work