

VPU-028

Collision Center Expansion

1 – Day Interactive Collision Center Workshop

Highlights:

Collision Center Expansion is a guide for owners of collision centers that are considering adding a new location to their existing business. This course includes a step by step process to evaluate current business and assess various expansion alternatives including buying, building, renting, or acquiring an existing collision center. Learn how to analyze markets for competition and market share potential along with calculating facility size, staff, capital and financing needs.

Understand the challenges of managing multiple facilities and the importance of having well developed simple systems and processes in place that can be easily duplicated in the new operation.

Who Should Attend:

Owners, Managers, Dealership Principals, GMs and Service Directors

Key Points:

- Reasons to Consider Expansion
- Expansion KPIs
- Evaluate Current Capacity
- Assess a New Market
- Evaluate Expansion Options
- Barriers to Expansion
- New Facility Planning and Design
- Acquisition Analysis
- Financial Projections
- Capital and Financing Needs
- Determining Management and Operational Considerations
- Understand the Implementation Process

Learning Objectives:

Upon successful completion, participants should be able to:

1. Identify the important considerations involved in expanding or opening an additional location
2. Perform relevant business and market evaluations and develop realistic projections
3. Develop an action plan for implementation

