STUDENT TEAM: Sanin Fetic, Alejandro Gordillo, Jacques Gouws, Jorge Guzman, Lindsay Mills, and Margaret Reinhard

FACULTY ADVISOR: Craig Tovey

PROJECT TITLE: Improving Operations at Manheim Seattle

PROJECT SUMMARY: The team recommended facility and operational changes for Manheim, the world’s largest automobile resale company, at its Seattle site. The changes should increase net revenue by 14%, or $5.4 million annually, at a capital cost of $850,000. The team also clarified the impact of short queues during auctions, and performed a pilot study productivity comparison of 77 auction sites. The methodologies used included innovative data capture, detailed simulations, 3D facility layout models, and optimization-based productivity assessment. Because the analyses have company-wide implications, the group will reprise its report at the parent company headquarters, Cox enterprises, to executives of both companies.