

MARINE STOCK LOCATOR

Raleigh, NC - April 15, 2025 - Today, Huggins Outboard Computer Programs, Inc. is announcing a "Marine Stock Locator" web site (marinestock.net) that is available at no charge for the entire marine industry. This service can be used by marine repair shops to locate hard to find parts that are backordered or "No Longer Available" from the manufacturers. Over 40 marine dealers have already shared their inventory information with this service. Over 400,000 parts are included. Dealers are already using the service to find parts.

This service is not restricted to parts that are "No Longer Available" or superseded. This service includes all of the parts that the participating dealers have in inventory. Backordered parts are a big reason for this service. These parts are for sale to shops that need them over the phone. This service does not determine the selling price for the part or the shipping costs. This is up to the selling parts manager. The phone call to determine if the part is still available and when it can be shipped should include a discussion about the payment and dollar amount.

Marine dealers with a lot of parts can participate in the service as a listing dealer. The inventory information will need to be sent to Huggins in a specific format for the part number and the quantity. The part numbers must be tagged to the OEM or vendor using the three letter abbreviations that Huggins uses. There are examples on the marinestock.net web site.

About Huggins Outboard Computer Programs, Inc. - Huggins provides Marine industry software for the parts department. This includes aftermarket cross reference and inventory control. Huggins maintains a database of over four million marine engine parts sources, over two million cross references, and over sixty thousands of pictures of marine parts and accessories. These databases are integrated into the Huggins inventory offerings, sold as a standalone product, and offered as a developer's kit for use on web sites or in other software products. Learn more at hugginsweb.com.

Summary

Marine dealers and repair shops will benefit from increased parts availability of hard to find parts. That last backordered part will no longer hold up a big service job. Your customer (the boating public), your technicians, and your entire service department can operate more efficiently without long term jobs waiting for parts. Long time service oriented dealers with a huge inventory of parts will have increased opportunity to sell their parts and generate cash flow. This service is an example of good old fashioned information technology. The dealers with the parts inventory use a computer and enter their quantities. Internet technology is used to make the inventory searchable to the entire industry.

Contact

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