

Departmental Action Plan

Dealership: Central Florida Toyota

Student Name: Tommy Williamson

Academy Week: Fixed Opps

Class & Student Number: 7A8 13

Current Situation

We are currently averaging \$3400.00 gross profit monthly from our online parts sales. We would like to increase the gross profit by an additional \$500.00 monthly. This equates to an additional \$1850.00 in online parts sales while holding a 26% GP margin. Our time line to increase the additional sales is 3 months. We will evaluate progress 10/3/2018.

Overall Objective:

Increase stagnant online parts sales.

Proposed Timeline

Our action plan is to dedicate a 1 person for four hours daily to address online and EBay orders. For this duration have him or her focus on posting higher profit margin accessories such as running boards, body side moldings, floor mats, mudguards and others items.

Action Plan

No actual costs are incurred for implementing this action plan. There are intrinsic costs such as lost sales opportunities on the retail and wholesale parts counters from reallocating human capital.

Requirements

1. Meeting with Dealer: Set daily agenda allocating 4 hours of dedicated uninterrupted work towards online and EBay orders.

2. Meeting with stakeholder(s) (dealership personnel): Parts Manager, Service Manager & General Sales Manager..

Describe what is in place to support desired goal: A training program will be implemented for Valery through Trade motion webinars. Coaching session will be conducted weekly to review progress and adjust as necessary to achieve our goals.

3. Accountability: Monitoring progress: The upside(gain) for Valery will be in his commission compensation so if she attains her goal it will equate to an additional \$30.00 weekly increasing his pay by \$1440.00 annually. If Valery does not meet her goal she will be removed from the project which will adversely (pain) affect her commission incentive.

4. Describe checkpoints that have been established to measure progress:
Bi-weekly

Date(s) for review:

5. Estimated cost for implementation: \$0

Projected Date of Completion: 10/1/2018

Sponsor Signature: 

Evaluation of Results: Include measured results.

(± Metrics)

Impact Areas:

Sales / Gross / Expenses / Net Profit / CSI /