ACTION PLAN 1

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What is your goal? What do you want to achieve? From what metric? To what metric? By what date?

Dealership net profit for 2025 5 million. Toyota sales efficiency at 100% minimum by end of 2024. Fixed GP consistently 500k plus

BOTTOM LINE: Benefits of Achieving Your Goal

Overall profitability/ well being of the store. Opportunites to acquire more stores. Compensation

Consequences of Not Achieving Your Goal

Negatively impact reputation. Potential replacement candidate. Eliminate possibility for future acquistions

When will you start? Immediately

How will you gauge your progress? When? Using which metrics?

I will actively track different dealership metrics as well as OEM metrics including gross profit, net profit, sales efficiency, market share, Toyota TLE score. I will track these metrics closely on a daily basis as well as monthly, quarterly and annually.

What specific actions will you take to achieve your goal? Who can help you?

The most important step in achieving these goals is to change the overall culture of the dealership. We are in a unique position where we recently acquired the store and working towards changing the culture and implementing a strong leadership team. I believe having strong leadership is the foundation of any successful organization. We plan to run the dealership effiecently by properly training our staff to exceptionally high standards. Being sales efficient in the eyes of the OEM is a very high priority and in oder to acheive that standard we will need to be very aggressive in our processes. We will also need added support from the factory. By refining our processes and treating our business with the utmost intensity I believe we can get there. The financial goals of the dealership will follow once the culture of the store breeds success and the proper team is in place.

Potential Challenges?

- economic challenges
- oem production/ inventory levels
- employee turnover
-recruiting

Potential Solutions?

- actively recruiting top talent
- training
- continue to operation as efficiently as possible including all facets of the dealership