

## ACTION PLAN 1

**S** Specific    **M** Measurable    **A** Achievable    **R** Relevant    **T** Time bound

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

Increase net profit to \$200,000.00

BOTTOM LINE: Benefits of Achieving Your Goal

Consequences of Not Achieving Your Goal

Overall increase profit to grow and expand

Limiting growth and missing opportunity.

When will you start? April 1, 2024

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

we will gauge progress by closely monitoring all expenses, reducing overhead, increasing service efficiency and overall profit, increasing sales units, F&I penetration and gross per unit.

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

- 1, Recruiting experienced personnel.
2. Training extensively with a goal oriented and specific approach to achieve goal.
3. Communication between all departments.
4. Weekly reviews with all managers from all departments.

Potential Challenges?

Difficulty finding the right personnel.

Retention of employees/staff

Competitive pay

Market conditions

Potential Solutions?

HR involvement & Recruitment Fairs,  
Personnel Assessments.

Hands on management and continuous  
training.

Increase effective marketing.