

## ACTION PLAN 2

**S** Specific

**M** Measurable

**A** Achievable

**R** Relevant

**T** Time-bound

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

I will get my new car days supply to 45 days or 8 turns per year. Want to get new car inventory down & sales up. From 95 DAYS / 3.65 turns by 9/1/2024

BOTTOM LINE: Benefits of Achieving Your Goal

Less floor plan interest  
More potential sales  
More New car gross

Consequences of Not Achieving Your Goal

Continued unnecessary cost of F.P. Interest & reduced profits

When will you start?

5/1/24

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

I will start by using the calculations for guide for New Vehicle Inventory YTD Retail Sales w/o F+I minus YTD New Retail Gross to figure my New Cost of Sales, divided by statement month. I'll do this with each statement monthly take cost of sales to figure days supply & inventory turns using calculations learned in class.

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

I am making a change with my New Car Manager 5/1/24  
We will monitor & incentivize New Vehicle Sales as well as  
keep an eye out for aged inventory. We also are opening a  
second VW store which advertising and online presence will  
be shared. New hired manager will help as well as my  
marketing director.

Potential Challenges?

With new cars the factory  
& manufacturer could always  
just start dumping cars on us.  
New car incentives from factory  
could change for the worse.

Potential Solutions

Make change to pay plan  
to focus on Newcar volume.  
Come up with our own marketing  
strategies to increase sales.