



HOMEWORK ACTION PLAN

S SPECIFIC
 M MEASURABLE
 A ACHIEVABLE
 R RELEVANT
 T TIME-BOUND

Name Shawn Groenig Class # NADA 438

Dealership Valley Ford Nissan Date 7/2/2024

Current Situation or Challenge to be Addressed:	My goal is to increase the current turn rate of 4.32 to 5.28 turns by 10/01/24 and then to 6.24 turns by 01/01/25		
Current Performance Level (include specific measure):	My current turn rate is 4.32 at an average of \$3,241 per deal		
Goal (what do you want to achieve?)	My goal is to increase the current turn rate of 4.32 to 5.28 turns by 10/01/24 and then to 6.24 turns by 01/01/25		
Goal Performance Level (include specific measure)	My goal is to increase the current turn rate of 4.32 to 5.28 turns by 10/01/24 and then to 6.24 turns by 01/01/25		
Goal Start Date:	7/1/2024	Goal End Date:	10/1/2024
First Check-in Date:	7/15/2024	Performance Objective:	Increase turn rate to 4.42 turns
Second Check-in Date:	8/1/2024	Performance Objective:	Increase turn rate to 4.6 turns
Third Check-in Date:	8/15/2024	Performance Objective:	Increase turn rate to 4.70 turns
Fourth Check-in Date:	9/1/2024	Performance Objective:	Increase turn rate to 4.80 turns
How does your goal align with the dealers' vision?	The dealership can achieve a more efficient, responsive and customer focused operation that aligns with the vision of growth, increased profitability and market share.		
What are the potential benefits of achieving your goal?	Achieving a higher inventory turn rate aligns with the goals of improving financial performance, enhancing customer satisfaction, and maintaining a competitive edge. These benefits contribute to the long-term success and sustainability of the dealership.		
What are the potential consequences if you don't achieve your goal?	Failing to achieve a higher inventory turn rate can lead to numerous negative outcomes, from financial strain and increased costs to customer dissatisfaction and reduced competitiveness.		
Why is the goal important to you?	I believe by setting and achieving a higher inventory turn rate is crucial to a dealership's success. It drives financial health, operational efficiency, customer satisfaction. By focusing on this goal, the dealership can ensure growth and long-term profitability		

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Potential Obstacles	Poor inventory management can lead to overstocking or understocking, both of which can hinder turnover rates. Inconsistent or ineffective pricing and promotional strategies can slow down sales. Disruptions in the supply chain can lead to delays in receiving fresh inventory, impacting the ability to maintain optimal stock levels.
Potential Solutions	Conduct Regular Market Research on vehicles in are market share. Market based pricing-regularly monitor the market to understand pricing trends, need to price vehicles competitively based on similar models in your market to attract more buyers.
BOTTOM LINE! Financial Impact of Achieving Your Goal (expressed in dollars)	Quicker inventory turnover means faster conversion of inventory into cash. If we can increase the turn from the current 4.32 to 6.24 by 01/01/25 we should see an increase in profit in the amount of \$211,135

What specific actions or steps will you take to accomplish your goal? What will you do differently or improve? For each, be sure to include necessary resources, who is accountable, the measurable result, and dates.

SPECIFIC ACTION/STEP	NECESSARY RESOURCE(S)	ACCOUNTABLE PERSON(S)	EXPECTED RESULT	START, END, & CHECKPOINT DATES
Implement an inventory management system like V-auto	Regularly review inventory performance to identify slow-moving or dead stock.	Used Car Manager/GSM/Owner	Quicker inventory turn resulting in increased profit	08/01/24 start 01/01/25 end Every 7 days
Optimize Stock Levels	Regularly review inventory performance to identify slow-moving or dead stock	Used car manager/GSM/Owner	Adjust purchasing decisions to maintain a balanced inventory mix that aligns with market demand which will increase profits	08/01/24 start No end date always review inventory performance weekly.
Dynamic Pricing	Develop pricing strategies that respond to market conditions and competitor pricing.	Used Car Manager/GSM/Owner	Use insights to make informed decisions and adjust strategies as needed to increase profits and have the right vehicle for your market.	07/01/2024 start Always adjusting pricing to the market Review pricing daily on vehicles over 45 days.

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As you work toward your goal, it's important to have interim check points with specific, measurable objectives so your team can hold themselves accountable. If everyone knows the goal and objectives, you don't have to spend your valuable time micromanaging.

Once you've accomplished your goal, added or adjusted policies, procedures, and behaviors, now what? How will you ensure you and your staff do not fall back into the previous habits that produced poor results? Be specific.

We as a group will establish clear processes and standards so we don't fall into overaging and wholesale loss. We as a team can create a resilient organizational culture that prioritizes best practices, continuous learning, and accountability so we don't fall into are old habits. We will also reward and recognize employees who demonstrate commitment to best practices and contribute to achieving are goal of increasing turn times and profits.

Describe any planning or implementation meetings conducted as part of development of your plan.

We will clearly define the goal of improving inventory turnover rates and its importance to the dealership's overall strategy and financial health. We will start with a kickoff meeting to introduce the initiative, outline objectives, and set expectations. We will discuss the importance of improving turnover rates and align everyone on the dealership's goals.

Sponsor Signature: _____

