

## SMART goal for wholesale parts

My goal is to increase my wholesale parts gross profit by 20% within the next 3 months. I would like this within 4 months and with an incline. I think this is reasonable. If we do more online sales, we can reach more people and ship out parts throughout the country.

Benefits of achieving my goal: the dealership profit goes up and the parts department GP goes up. Also, we get our name out there more with being able to have an online presence. Being able to reach a new customer base and make it more convenient.

Consequences of Not achieving your goal: We lose out on free digital marketing, just having an online presence is a big deal. We do not expand our customer base and things remain the same and stale. We can always improve locally as well but we can enhance our chances of making a profit by having an e-commerce store.

We will Start oct 1 and go to December 1<sup>st</sup> to see if we hit our goal.

It does not have to be automatic but there needs to be an incline of sales and GP percentage.

We will keep track of our progress by checking in with our team once a week to see where we are and how we can improve. Since we will have one person dedicated to the e-commerce store and since it's digitally, I can see the sales automatically. I can see in real time how things are going and figure out if we need to expand our online presence by ads and etc.

The specific actions I would take is to explain the benefits of our online presence to our team and show how we are just leaving money on the table by not advertising wholesale parts on a wider scale. My parts manager can help me by explaining this to our team and by also enforcing it. Also, by showing them how to utilize the internet is beneficial.

The potential challenges we face is that wholesale parts is usually a large order so if a customer doesn't want something after we fulfill it, this may cause a cluster of issues. Also, we would need more parts we prob are not use to so this would cause ordering issues

The potential solutions is to have a "confirm button" to have the customer RE read their order by detail and when clicking the confirm button they will agree that there is no money return but credit and if it's a special order part they cannot return it. By having that on our "check out" we can have the customer know what they are agreeing too.