

Departmental Action Plan

Student Name: Brian Guzy

Class & Student Number: N334-09

Academy Week: Variable Operations 1 – Pre-Owned

Current situation or challenge you want to address:

As a high-end retail store (Porsche) many of our pre-owned vehicles are “One of a kind” or specialty cars. For instance, we currently have a 2015 Ferrari 458 Italia Speciale in stock with a \$369,991.00 asking price. It is most likely that the buyer for this car lives out of state or even out of the country and the only exposure will be on our website. Despite this it took over a week for pictures to be posted online. It is our company’s stated goal to increase the speed of our turn and cars like this tend to take longer to sell – it is unacceptable that over a week’s time was wasted in properly marketing this car.

Overall Objective and Specific Desired Results:

My objective is to have pictures online in under 48 hours after a car arrives at our dealership.

Describe your action plan in detail (be specific and include before and after measurements)

When a car arrives that we intend to retail it is first detailed then photographed and finally serviced. An exception is made if the car has a major cosmetic defect that would require a body shop repair - in that case it would have the defect corrected before being photographed.

We have a very large, multi-brand facility and there can be a process breakdown between detailing and photography. Cars can get lost in the shuffle and are not always being photographed as soon as they are ready.

Action Plan:

I have created a shared Google document that will chronicle the arrival of vehicles – this document has been distributed to our auction buyers, the used car manager, JR Photon (Photography) and the Inventory/Delivery Dept (responsible for stocking in cars) as well as the Porsche product specialist (Sam Nelson) who will be coordinating this process.

The Google document will be updated when a car first arrives onsite. If it is a car purchased at auction or a trade-in that is being shipped to us, the Inventory/Delivery Dept will update – if it is a trade-in that is present at the time of the deal the desking manager will enter the data. The product specialist will then monitor the detailing process, alert the photographer and use porters to have the cars brought to the photography area.

- Currently cars can take over a week to have pictures put on our website – the goal is within 48 hours.
- The Google document has been sent to the concerned parties.
- September will be the first trial month
- I will meet with Sam Nelson and Stu Nelson every Tuesday to review the process and results.

Timeline: Describe specific short term and long term checkpoints to monitor progress

- Currently cars can take over a week to have pictures put on our website – the goal is within 48 hours.
- The Google document has been sent to the concerned parties.
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Meeting with Stakeholders (dealership personnel)

Describe what behavior change is needed to support desired goal. Address required coaching, training and/or consequences. Include timelines / Accountability / Monitoring process

Sam Nelson (Product specialist) is the key making this work. He will need to communicate with our Inventory/Delivery Dept as well as Detail, JR Photon and Management while monitoring the Google doc. The only behavioral change needed by the other involved parties is the timely updating of the shared Google document.

I will meet with Sam Nelson every Tuesday to ensure that the process is being followed.

Dealer agreement:

If you need your sponsors support or approval to implement your plan, have it signed off before you start. If you can proceed on your own, present this action plan to your sponsor before next class. Describe the meeting:

My sponsor, Mick Austin, DP, approved this action plan.
