



HOMEWORK ACTION PLAN

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

Name <u>Henry Escamilla</u>	Class # <u>N451</u>
Dealership <u>Toyota of Cedar Park</u>	Date <u>1/11/2025</u>

Current Situation or Challenge to be Addressed:	Not enough inventory to reach our goals		
Current Performance Level (include specific measure):	30 day supply		
Goal (what do you want to achieve?)	40 to 45 day supply		
Goal Performance Level (include specific measure)	Acquire an additional 300 units		
Goal Start Date:	2/28/2025	Goal End Date:	8/31/2025
First Check-in Date:	3/31/2025	Performance Objective:	Net gain 50 units
Second Check-in Date:	4/30/2025	Performance Objective:	Net gain 100 units
Third Check-in Date:	5/31/2025	Performance Objective:	Net gain 150 units
Fourth Check-in Date:	6/30/2025	Performance Objective:	Maintain a 40 to 45 day supply
How does your goal align with the dealers' vision?	To have 800 to 850 new units in stock.		
What are the potential benefits of achieving your goal?	To retail 800 new units per month		
What are the potential consequences if you don't achieve your goal?	Not achive our goal to continue being The #1 Toyota Dealer ship in GST		
Why is the goal	Since we open our doors 7 years ago our goal was to be the Largest		

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important to you?	Toyota Dealership in the country.
Potential Obstacles	Stiff competition, market changing daily.
Potential Solutions	Continue to be aggressive in pricing, always pay attention to customer satisfaction.
BOTTOM LINE! Financial Impact of Achieving Your Goal (expressed in dollars)	Saleing an additional 200 more new vehicles monthly = \$12,000.000 in gross annually.

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
Get more aggressive in outside purchases	Additional buyer	Rigo Guevara , GM and Gary Clifton , N/C Director	Additional 50 units monthly.	Start 2/28.25, check points 3/31/25 and 4/30/25
Purchase fast moving inventory to earn more units	Click or tap here to enter text.	Robert Heredia , Acquistions Director	Increase purchases buy 20 percent	2/25 to 5/31/25
Increase spiff for outside purchases	Approval by GM	Gary Clifton,N/C Director, Robert Heredia, Acquistions	Additional 30 to 50 units	2/1/2025, checkpoints 3/31/25 and 4/30/25
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Click or tap here to enter text.				

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.

Click or tap here to enter text.

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

Monthly meeting to monitor our progress

Sponsor Signature: _____