

## Department Action Plan

Mustafa Nazir

Class N335

Academey Week: 4

Challane: Our used car Volume is not where we want to be

Overall Objective and Specific Desired Results: We are currently running 20 units a month, we would like to go to 30 units.

Action Plan:

We need to take specific actions in order for us to reach the 30 car target.

1. Purchasing : When Purchasing units we need to look at equisitions cost to market excluding all the packs and recons to ensure we are aggressive enough purchasing units.

currently we are not aggressive enough purchasing and our used car manager is responsible for the Front Gross excluding Packs. This puts him in a disadvantage of keeping him accountable for something we set up years ago.

with the new world of internet, we need to correct these measurements to ensure we are competitive enough Purchasing and Pricing these units.

2. Pricing: We have to take a look at our Packs to make sure we are competitive in the market. We have to treat our packs as profits/Front end Gross to motivate our buyers and measure the true Gross rather a deflated Gross that some times puts us in higher price ranks.

3. Inventory Turns: We need to use Vauto and look at each car's market day supply when purchasing and pricing.

Currently most of our units are priced over 100% of the market. Moving forward we need to be aggressive enough to get better turns and increase volume and profitability.

Currently we have 12 turns , by getting around 15 turns based on the turn analysis , we can increase our profitability by \$475.000

5. We need to look at our marketing and look at our traffic on each specific car, SRPs specialy VDPs to ensure we are visible in the market, and also to make better decisions to sell the units or understand why its not selling.

Timilie: Specific short term would be to purchase cars based on equisition cost to market and look at our Price rank based on market day supply and price 97% of the market.

Already started September 2018

Long term goal: To discuss Packs in our General Managers meeting and owners and change our measurements and acountibility of our used car managers.

Already started discussing it . January 2019

Meeting with Stakholders(dealership personnel)

a. Who: Mustafa Nazir GM, Steve Holmes VP, Dan Anis GSM , Suliman Sharifi UCM.

b.What: Use Vauto for pricing and analysis of purchasing units/Market day supply

Training for UCM and GSM to ensure we are looking at proper data when , Purchasing, Pricing and marketing.

Change our measremtns of Gross and Volume and concentrae to our equisition cost to market, VDPs, and Turns .

c.BY When: Already started as of Septemeber 1th

d. How: We need to have weekly used car meetings to ensure we are aligned with all our checklist and to ensure we are concentraing on the truns not only gross.

look at our market day supply, Turns, equation cost to market, True Turns , discount tracking

Value building POPs . Training with Vauto, Sales training , look at our SRPs and VDPs when making decisions. Change culture of the store from Gross to Volume .

Dealer agreement :

I can make most of the changes , We are currently in discussions about our High Packs .

this needs to be addressed to all our 15 Stores as a group to ensure we are uniform all across.