

Departmental Action Plan

Student Name: David Shapiro

Class & Student Number: N336 35

Academy Week: 4

Current situation or challenge you want to address: My biggest challenge is the turn rate in used inventory. I have found by carrying specialty inventory the grosses are higher but the turn rate is very slow.

Overall Objective and Specific Desired Results: My objective is to increase my inventory with fast turning inventory , and reduce the amount of specialty inventory increasing my turn from 6.9 to 10.

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

My plan of action is simple . The first step is to reduce the amount of slow moving specialty inventory by reducing the price to average MMR value on all units over 70 days and at 90 days send to auction. The second step is to replace these units with a

fast turn rate. These fast turning vehicles will have a shorter life span being priced under market when put in stock. At 45 days they will be priced at MMr value , and at 60 days sent to auction. At all times all of the pre owned inventory will be available to other dealers via Smart Auction.

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

The time line will be within 60 days . Inventory will be monitored daily and pricing will be changed accordingly to the market within 100 miles of the dealership on fast turning inventory and 500 miles on specialty items. If the decision to re-market at auction we have three Manheim auctions available within 70 miles of the dealership each in different markets .

Example:

Ocoee auction- Highline and custom trucks.

Lakeland auction- Trade ins and vehicles under 10000

Tampa bay auction- Late model fast turning inventory

45 vehicles total count . Fast moving will account for 60% of our total inventory leaving 30% for specialty and 10% for retail trades.

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

- a. Who: David Shapiro
- b. Chris Scalici

- c. What: increase our turn by being proactive with pricing and having a firm shelf life for all inventory.

- d. By When: 12/01/2018

- e. How: Putting the action plan described in place immediately .

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:
