

# SERVICE HOMEWORK

A. Advertising---sent out 10,000 mailers to locals

b. Marketing -surveys

c. Facility—calculation show we plenty of space

d. Productivity—showed tech proficiency need to increase

e. Production method---conventional

f. Analyze cost of labor—reweived with team

G. Changes in expense structure—went over with serv manager and controller

h. pay plans - ad bonus for techs

i. detail performace programs—weekly emails with goals and tracking

j. level of training—using Ford website to keep everyone re to date

k. special tools—took inventory and organized

l. completed 100 Repair order analysis and reviewed with service manager

m. Complete Qualitative order analysis--- complete and sent