

Departmental Action Plan

Student Name: Roy Bateni

Class & Student Number: N-336 # 20

Academy Week: Variable Operation Pre-Owned

Current situation or challenge you want to address: Our biggest opportunity in earning higher gross profit is our trades yet we have wholesaled 217 units YTD as per our financial statement (September) which roughly is 24 units a month over the last 9 months. By reducing our wholesale units, we should be able to not only maintain a better gross profit compare to our purchases at the auction but also recondition more cars and benefit our Parts and Service departments accordingly.

Overall Objective and Specific Desired Results: My objective is to reduce our wholesale units by 10% over the next 6 months and continue in the new year to keep more trades. Over the next 6 months this would give us roughly 15 more units that we can have re-condition and sell at higher profits and add to our bottom line.

Describe your action plan in detail (be specific and include before and after measurements). My Used Car Manager runs most units through our service shop, but he stays away from any unit that is costly to re-condition. I have implemented a process that any service work order rejected on any used car with any potential for retail has to surface on my desk before deciding to be deemed as a wholesale unit. I

have involved my Service Manager to see if he can help out when the safety and re-conditioning is extremely high, so he can save the work and our Used Car manager can save the unit for our lot to retail not ending up on someone else's lot.

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

The time line is over the next 6 months but it will be a model we will be working to perfect on long term going forward.

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: Wei Hui (Used Car Manager), Robert Randall (Service Manager). I will be monitoring the process.
- b. What: To change the focus from wholesale profit to retail profit
- c. By When: 6 months
- d. How: By looking at every opportunity when it comes to trades before deciding to get rid of any

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: I have already had and submitted our Dealers signature to NADA. I routinely discuss all changes with him and keep him in the loop of any advancements or challenges or setbacks. He has been and continues to be very supportive of my decisions.
