Used Vehicle Department profit Center

Today's Date:	**12/20/18**	Target Date:	**12/20/19**	Start Date:	**2/1/19**
Date Achieved:	**N/A**		**USED CAR**	**Nov.**	**18**
			Department	*Month*	*Composite Page*

SMART GOAL

Specific: *What exactly will you accomplish?* *KPI is _35_____. KPI will be __45_____.*

The Average used vehicle sold pe rmonth is 35 cars which represent an assorption rate of 21.18. My goal is to im changes that will see the dealership increase the numbers, turn over the inventory at least 9 times a year. Increase increase internal in service and parts and try to get the absorption percentage closer to the 40% that is recommen

Measurable: *What reports / calculations will you use to measure your results?*

On the Composite (a) The expense absorption/breakeven profile (b) used vehicle F&I and other income (c) Used department profit center (d) Breakeven Analysis.

Achievable: *Is achieving this goal realistic with effort and commitment? Have you got the resources to achieve*

The goal is acheavable by wholeselling less trade maybe 10%, mixing up the used department by having 25% of inventory under $40,000

Relevant: *Why is this goal significant to your dealership operations? To You?*

It will generate income for 3 departments, used sales through increase numbers internal repair orders, increase ir it will increase the burden carried by the new car department, increase net profit. Hopefully it will decrease the a percentage in the new car department from 34% to 20%

Timely: *You answered "what" under specific. Now tell us BY WHEN.*

My projection is the numbers can be achieved by agust of next year. The reason is space to store the additional ir Make sure the service department is prepared for the extra work, finding the right inventory

Take Action!

Potential Obstacles	Potential S
Finding extra lot	Renting an extra lot
Convincing sales saff to sell from 2 locations	Hiring more sales staff
Convincing the used car managers to keep the	increasing finance Penetration, sell
trades.	Products, turn over inventory 9-10 t

Who are the people you will ask to help you?

Used car director, dealer principal to sign off on the changes. Service director, finance director,part manager

Specific Action Steps: *Break down your BIG goal into smaller, intermediate goals. What are those steps?*

What?	Expected Completion
(a) Increae units	6mths -1 year
(b) Increase internal services production by	6mths -1 year
increasing part that will increase services.	
(c) Increase units from 35 to 45	6mths-1 year

Other Information / Comments:

I strongly believe that the goals are achivable if we follow the current trojectory with increase units, increase int

MARK CARR

Print Name

MARK CARR — 12/20/2018

Manager Signature — Date

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this goal? If not, how will you get them?

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Gap insurance, key replaceme
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Completed

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