

**Financial Management Action Plan Homework**

*Homework is due the Monday of the week before you return for Parts Class*

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**GOAL WRITING**

Example: I decrease my 5K run time from 30 minutes to 21 minutes by June 15, 2019.

What is your Goal? To increase pre-owned retail sales units  
from? 279 to? 385 (Dec. 2015) by? December 2019

How do you plan to achieve your goal:

Work with management to drill down on various metrics  
Reconditioning? Advertising? Do we need a new pre-owned manager?  
Other brands? Right mix of price and age? Lease returns  
from other stores?

How will you track your progress? What measurements, KPI's? (think about current vs past measures)

Regular contact with General Manager + CFO

The benefits of achieving this goal will be:

More sales should equal more gross profit and  
thus hopefully increase profit.

Take Action!

Potential Obstacles

Market Area

Potential Solutions

Advertise

Cash flow

faster reconditioning

floor plan

more bays/facility

Who on your staff will need to be involved to accomplish this goal:

General manager, sales manager, pre-owned manager and CFO

Specific Action Steps: What steps need to be taken to get you to your goal?

What?	Expected Completion	Completed
Meet with Management	12/31/18	12/20/18
Meet with Advertising Vendor	1/31/19	1/11/19
Meet with Management	3/21/19	
Meet with Management	6/30/19	
Meet with Management	9/30/19	
Meet with Management	12/31/19	