



Fixed Operations 2 Service Homework

Your homework assignment is to evaluate your service department. A detailed analysis is required of the following areas, to include what you are currently doing, plans for improvement, how you plan to achieve the goals, and evaluate if the changes made are beneficial to the store. Some of you may not have the authority to make any changes as to the outcome of the recommendations, but you are still required to make the evaluations and recommendations that you would perform if this was your department.

- a. **Advertising:** What are your plans to keep your dealership name in front of your customer?
- b. **Marketing:** Who will you be marketing the dealership service department with the goal of obtaining new customers?
- c. **Facility:** What changes will you make to increase your utilization (3rd homework calculation)?
- d. **Productivity:** How will you increase your Tech Proficiency (4th homework calculation)?
- e. **Production Method:** Will you make any changes to your service department?
- f. **Analyze Cost of Labor:** How do you pay the techs (1st homework calculation)?
- g. **Changes in Expense Structure:** Are you selling all of the available hours, and are your expenses in line (2nd homework calculations)?
- h. **Pay Plans:** Are any adjustments needed in your staff's pay plans and why?
- i. **Detail Performance Programs:** What are the plans for setting objectives, tracking, and communication?
- j. **Level of Current Training:** Are you within the minimum training standard for your manufacturer?
- k. **Special Tools:** What do you currently have for the techs? Is it neat and organized, or an unorganized mess?
- l. **100 Repair Order Analysis:** We need the summary page with your evaluation of the summary (recap) sheet.
- m. **Perform a Qualitative SWOT Analysis with an Action Plan:** Copy the Strengths, Weaknesses, Opportunities, and Threats sheet and hand it to EVERY service employee. Ask for their input. Collect the sheets, tabulate the data and then set Objectives, Strategies, and Tactics. Now it is time to create the Action Plan. Finally, provide us with a synopsis of your homework assignment, with the potential impact that could be achieved when the plan is implemented in your location.

Use whatever time frame is best for you. You may use Word or PowerPoint.

Homework will only be graded if in a single document. Please email it to us, or if the file is too large, upload it to DropBox in the Homework Dropbox. Once it has been uploaded, email us that it has been uploaded, so we may grade the assignment.