



Financial Management Objective Homework

Student **Name:** **Academy**
Class #

I plan to accomplish the following objective *by*
our next class on:

Provide the relevant composite data

Department	Month	Page	Column
INV ANALYSIS	FEB	6	4B

Action plan for achieving objective
What is the area of focus? New other INV. Reduce months supply of GMC & Cadillac. Get to 5.5 months supply of other INV by end of year
What is the proposed plan? How will you achieve it? 1. Digital Marketing for GMC (target middle to upper income zip codes) 2. Sierra and Silverado truck owners with estimated equity hard mailer. 3. Don't order excess INV from manufacture 4. Price INV based on age oldest is lowest
How will you track your progress? What measurements, KPI's? How often will you track? Track click throughs on website. Measure mailer walk in count. Use composite on a monthly basis to gauge reduction in months supply INV
Who are the employees that will be involved, or impacted? Will they require training or assistance?
BDC department and sales department.
Is there a cost, or estimated cost for implementation? \$7,000-\$10,000

per month
Projected date of completion? December 2017

Jan.	Feb. 9.64	March 8.73	April 9.15	May	June
July	Aug.	Sept.	Oct.	Nov.	Dec.