

Departmental Action Plan

Dealership Wallingford Buick-GMC

Student Name Larry M. Esposito

Academy Week Week 2 Fixed Ops Parts

Class & Student Number 345

Current Situation Looking to increase Gross profit of the parts department by liquidating take off rims and new condition items.

Overall Objective: We will reactivate our Ebay account to post all take off rims and tires, along with any other items that accumulate in the parts department that can be sold off to increase gross profit. We will be showcasing these items in the customer lounge and also posting these items on craigslist, etc. as a sales outlet for these items as well. The profit on these items will be split up amongst the parts department and sales department based on an agreed upon amount per item.

Proposed Timeline We will have our Ebay account reactivated this month and have a designee appointed to post, interact and liquidate the items with approval coming from the parts manager or sales manager in his absence. We will also have some of these items set up and displayed in the customer lounge as well.

Action Plan Describe necessary actions to reach desired result: We need to reactivate our Ebay account. The parts manager and sales m

Requirements

Meeting with Dealer: Larry, Jose and JCB.

1 Action Proposed: Selling take off rims/tires and other items being inventoried by the parts department for the Sales Department.

Meeting with stakeholder(s) (dealership personnel): Larry, Jose and designated person to handle process.

2 Describe what is in place to support desired goal: Designated person will need to be trained to photo and post items on Ebay, Craigslist, Etc. He/She will need to be coached on how to interact with people/persons interested in these items. The gain is increase profits for both parts and sales. The pain will be making sure that the process for this new venture is

3 Accountability: Monitoring progress: Daily, Weekly, Monthly
Who: Jose and Larry
What: Postings, Pictures, Customer interactions and sales being processed and shipped
By When: Fully up and running by close of Business February 2019.
How: Need to designate a person to handle this new program. We need to train them and hold them accountable for this added job description and process.

4 Describe checkpoints that have been established to measure progress: Daily interactions will need to be had in order to insure that the proper postings and customer interactions are taking place. Weekly summary reports will be generated to understand if the program is working. Monthly meetings will take place to review the profit that was generated and how the profit was split between the departments.
Daily / Weekly / Bi-weekly / Monthly /

5 Estimated cost for implementation: The only cost will be the transaction itself and the additional pay given to the designy th

Projected Date of Completion: 2/28/2019

Sponsor Signature: [Handwritten Signature]

Evaluation of Results: Include measured results (± Metrics)
Impact Areas: This will impact personnel expense, by compensating the designated person-additional monies. It will also increase gross profit in both parts and sales, which will add additional expense based on current compensation plans. Processing charges and shipping fees will also come into play as well. Overall it will give added increased gross, resulting in added net profit to the dealership.
Sales / Gross / Expenses / Net Profit / CSI /