

# Management Action Plan – VO1

Student Name: Brandon Mourits

Dealership: Gary Moe Mazda

Class & Student Number: NADA 342

## Current situation or challenge you want to address (narrow your focus):

-Long day Inventory, over priced inventory, and not marketing are used cars right to insure that we are competitive in the market,

## Overall objective (goal) and specific desired results:

- I want to see an increase in are used car volume, also drop overall expense for the dealership in floor plan, re amvic inspections and employee expense to manage the mess.

## Describe your action plan in detail (including before and after measurements):

- Right appraisal process and train staff to follow it
- Make sure that all staff are using the same appraisal tool
- Daily used car meetings with management team to discuss current inventory, incoming inventory, and current long day inventory.
- Daily price adjustments to long day inventory making sure we are a leader in price.
- Making sure that slow moving inventory is priced right from day one.
- Recon process in place to make sure service moves used though shop fast.

**Timeline:** What is your implementation date? Describe specific short-term and long-term checkpoints to monitor progress.

- The time line is ASAP and we will monitor this on a daily basis as I plan on leading the meeting.
- Once plan has been put in place and we see changes I will pass it on to the General Sales Manager, then he will have weekly meetings with me on Friday at 10.00 AM
- I have also included are owner in the process that will do a meeting or conference call once a month with management team as a follow up

### **Meeting with Stakeholders (dealership personnel):**

Describe what behavior change is needed to support desired goal. Address required coaching, training and/or consequences, including timelines / accountability / process monitoring activity.

1. **Who**-All sales staff, and service manager
2. **What**-We will have to change the current mindset of all staff, and ownership.
3. **By When**:- ASAP
4. **How**:- with the meetings and process changes

### **Dealer agreement:**

If you need your sponsors support or approval to implement your plan, have it signed off before you start. If you can proceed on your own, present this action plan to your sponsor before next class. Describe the meeting:

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