

Departmental Action Plan

Dealership: **DCH Kay Honda**

Student Name: **Ruben Arcila**

Academy Week: **Best Week Ever - 2**

Class & Student Number: **NADA 348**

Current Situation

DCH Department Managers create an AOP (Annual Operating Profit) for the following calendar year which outlines goals and objectives for each month. After spending time with the Parts Manager - the parts team members are currently receiving a snapshot view of the current Department Performance via an email from the Parts Manager. As a Department Manager at a Lithia Store that believes in rewarding high performers. It honestly starts with setting goals for your employees, helping them achieve those goals, and continue to improve them.

Overall Objective:

Objective is to Increase Sales, Increase Gross Profit, monitor returns per Rep, GP%, and setting goals to achieve AOP for the calendar month. DCH Kay Honda's Parts Department achieved the following % in relation to the AOP - January 116%, February 97%, March 99%. Objective Goal is to illustrate, motivate the staff to achieve greater numbers, allow them to think outside the box, and encourage them to find innovative ways to generate gross for the Parts Department and finish over 100% AOP.

Proposed Timeline

Motivator Board will be Operational by Wednesday 5/8/2019. The Parts Manager and GSM have sat down to review Goal Setting and Outline Performance efforts to achieve 100% AOP for the Parts Department. Motivator Board is created on an Excel Worksheet and projected onto TV- visible to the Parts Counter Employees. Morning updates to the board are input so the employee can reflect on areas of opportunity.

Action Plan

The philosophy behind the success of this action plan lies with the concept- When an employee knows better they do better, and this is accomplished with the installation of a Motivator Board. By displaying the Sales Progress on a Daily Basis, management can set and outline individuals goals, and illustrate how Department Goals are achieved. Not to mention build team morale, friendly competition in a sales environment, and reward high performers on the team.

Requirements

- 1) Review an Area of Opportunity with the Parts Manager - and outline the Key metrics to achieve those goals. We confirmed we can pull the Reports and Data from our DMS and created the Excel Worksheet.
- 2) Wall mount a TV to the Wall and run a PC cable to the Parts Manager PC. Now the Parts Manager can update, display, and set Goals on a Monthly Basis.
- 3) Sit with Department Staff to review goals and objections. Update the board daily by any means necessary. If the board isn't updated - it loses all relevancy and action plan fails.
- 4) GM, GSM, and Service Manager will coach and help motivate the Parts employees to stay on track with the performance expectations.
- 5) Review and Outline Spiffs or Rewards for those Parts employees that achieved over their goals and expected objectives. 100% of AOP is a good job - the team has achieved 116% in January - lets motivate them to achieve 125%. I believe when they see it every day- they will achieve these goals easier and more likely to finish over AOP every month.

Projected Date of Completion:

1 week for implementation- Completion will be at the end of the year with Monthly team recaps.

Sponsor Signature:



5/3/19

Evaluation of Results: Include measured results.

(4 Metrics)

Impact Areas:

Gross Profit and Employee Performance. We believe educating and making the team stronger is the only way to increase department performance. I will included Last Years Monthly break down figures for the employees, and we are looking to set goals to build on last years efforts and strive for employees to achieve constant improvement. They will not change if they don't have direction.

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TALBOT, DAN

EMPLOYEE SALES HISTORY INQUIRY

02 MAY 19

	SALES	GROSS	RETURNS	NET-SALES	GP%	RET-%
JAN	115,955	37,730	-5,547	110,407	34.17	4.78
FEB	85,368	26,308	-4,137	81,230	32.38	4.84
MAR	112,940	35,283	-6,903	106,037	33.27	6.11
APR	101,513	34,228	-7,354	94,159	36.35	7.24
MAY	5,433	1,855	-598	4,834	38.37	11.00
JUN	139,420	32,337	-42,031	97,388	33.20	30.14
JUL	116,080	38,337	-3,331	112,748	34.00	2.86
AUG	111,454	37,661	-4,370	107,084	35.16	3.92
SEP	127,007	42,116	-7,405	119,601	35.21	5.83
OCT	127,877	41,475	-5,857	122,019	33.99	4.58
NOV	107,026	35,852	-3,155	103,870	34.51	2.94
DEC	105,324	35,550	-4,115	101,209	35.12	3.90
	1,255,397	398,732	-94,803	1,160,586	34.35	7.55

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COMPANY KAY HONDA

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EMPLOYEE SALES HISTORY INQUIRY

02 MAY 19

	SALES	GROSS	RETURNS	NET-SALES	GP%	RET-%
JAN	191,416	72,274	-6,954	184,461	39.18	3.63
FEB	142,059	52,643	-1,837	140,221	37.54	1.29
MAR	178,119	67,483	-4,841	173,278	38.94	2.71
APR	154,858	56,063	-8,038	146,820	38.18	5.19
MAY	7,413	2,960	0	7,413	39.92	0
JUN	156,335	55,569	-1,928	154,407	35.98	1.23
JUL	164,434	58,806	-3,509	160,925	36.54	2.13
AUG	154,253	54,342	-6,945	147,308	36.89	4.50
SEP	145,935	51,097	-10,954	134,981	37.85	7.50
OCT	169,311	60,185	-5,340	163,970	36.70	3.15
NOV	168,291	63,757	-3,193	165,098	38.61	1.89
DEC	131,348	52,016	-3,602	127,745	40.71	2.74
	1,763,772	647,195	-57,141	1,706,627	37.92	3.23

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WEEKES, PERRY

EMPLOYEE SALES HISTORY INQUIRY

02 MAY 19

	SALES	GROSS	RETURNS	NET-SALES	GP%	RET-%
JAN	101,641	36,271	-1,889	99,751	36.36	1.85
FEB	93,367	31,740	-3,824	89,542	35.44	4.09
MAR	96,706	33,707	-3,894	92,811	36.31	4.02
APR	97,182	34,706	-1,692	95,489	36.34	1.74
MAY	987	316	0	987	32.01	0
JUN	89,655	29,259	-1,204	88,451	33.07	1.34
JUL	90,163	29,199	-2,920	87,243	33.46	3.23
AUG	117,264	40,746	-4,963	112,300	36.28	4.23
SEP	90,389	33,464	-1,085	89,304	37.47	1.20
OCT	107,094	38,471	-2,256	104,837	36.69	2.10
NOV	82,652	29,010	-1,625	81,026	35.80	1.96
DEC	99,695	37,348	-1,713	97,981	38.11	1.71
	1,066,795	374,237	-27,065	1,039,722	35.99	2.53

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WOODS, JAY

EMPLOYEE SALES HISTORY INQUIRY

02 MAY 19

	SALES	GROSS	RETURNS	NET-SALES	GP%	RET-%
JAN	111,935	20,495	-13,314	98,620	20.78	11.89
FEB	91,167	17,721	-4,410	86,756	20.42	4.83
MAR	76,706	14,769	-10,830	65,876	22.41	14.11
APR	97,831	17,987	-8,200	89,631	20.06	8.38
MAY	4,586	1,099	-201	4,384	25.06	4.38
JUN	51,618	6,974	-8,437	43,180	16.15	16.34
JUL	53,697	10,732	-6,104	47,592	22.55	11.36
AUG	85,112	16,091	-8,788	76,323	21.08	10.32
SEP	83,158	10,453	-9,770	73,387	14.24	11.74
OCT	85,206	14,297	-9,458	75,748	18.87	11.10
NOV	100,240	20,571	-5,396	94,844	21.68	5.38
DEC	122,164	21,635	-3,173	118,991	18.18	2.59
	963,420	172,824	-88,081	875,332	19.74	9.14

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