

Departmental Action Plan Template

Student Name: Daylyn L Turner

Class & Student Number: 344

Academy Week (Var II):

Current situation or challenge you want to address: (must be quantifiable)

Market Share Growth

Overall Objective and **Specific** Desired Results:

My desire is to increase my units in operation by 15-20 additional units on average per month until I get this store averaging 50 units per month new. That would increase our share from the current 1.8% to roughly 4% share putting us on pace with SOA's national share numbers.

Describe your action plan in detail (be specific and include before and after **Measurements**)

Currently we are studying the zip codes in our area of responsibility to decipher which parts of the market are purchasing our product. We are studying the zip codes where we are successful and looking to duplicate the same effort in other areas of our responsibility. We are also doing more local sponsorships, hiring better people and curtailing our ad spend to re-invest in better processes and infrastructure/systems that make it more convenient for the over all customer experience. More specifically, I am looking to lower our days supply from 60 to 45 and in turn increase my inventory efficiency to earn more vehicles on our allocation each month. We currently stock around

40 units and need to stock closer to 60 to deliver the target market share percentage. I will also need to stock and sell more used to provide more opportunity for my sales team to earn more.

Timeline:

Describe specific short term and long term checkpoints to monitor progress.

We are aiming to get to our target market share number within the next 24 months. One customer at a time, I want to increase share by .25% each quarter beginning in the 4th quarter of 2019.

Meeting with Stakeholders (dealership personnel)

Describe what behavior change is needed to support desired goal. Address required coaching, training and/or consequences (PINO, Gain, Pain). Include timelines / Accountability / Monitoring process

- a. Who:
- b. What:
- c. By When:
- d. How:

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:
