

# Management Action Plan – VO1

Student Name: Paul Weitz

Dealership: Porsche Austin

Class & Student Number: N346

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

Current used car inventory is turning slower than the ideal rate. The current turn rate is 5.7. I would like to get it to 6. Part of the issue is we have been buying for and trading for current and one year old cars that seem to be aging more than 2 to 3 year old cars.

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

Increase the turn rate and increase overall gross profit.

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

My plan:

- Wholesale any trades of current year to one year old cars.
- I will also make sure cars that we own with a high market day supply are priced below market.
- Speed up the recon process.
- Speed up the time it takes to get the cars photographed and online.
- Make sure all information is correct on the website and third party sites.

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

Implementation will be immediate. I will hold weekly meetings with the used car manager to monitor the inventory reports and V Auto to make sure processes are being complied with.

At the end of each month I will calculate the turn rate and other relate metrics to check the progress.

**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: Used car manager, GSM, GM, and Myself
2. What: Initial meeting going over new process
3. By When: Immediately
4. How: Will take disciplined adherence to the processes and accountability.

**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:

Meeting went very well. There was buy in from all parties, and the used car manager agreed that this process would result in more overall gross profit for the store on a weekly basis.

