

Management Action Plan – VO1

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Dealership: CLASSIC CADILLAC OF ATLANTA

Class & Student Number: N-349 - 03

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

We have inventory spread across 4 lots. It is difficult for sales people to find and show inventory. It is also difficult for vendors to find them to recondition, photograph, and detail them in a timely manner. Our goal is to have reconditioned and retail ready within 72 hours of hitting the ground.

Overall objective (goal) and specific desired results:

To organize the inventory in pricing buckets to be easily located by all vendors and salespeople.

To lower our reconditioning time to 72 hours after inventory hits the ground

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

1. Organize all lots into categories where all new vehicles of one model can be located, and all used vehicles can be organized by price point.
2. Identify inventory amount that each lot can hold
3. Create a reconditioning Google Doc to coordinate and track recon with vendors, Service Dept personnel, and Pre-Owned Management team.
4. Daily drive throughs of each lot to monitor organization and spaces left.

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

Implementation date is immediate. We have already created the Google Doc and it is currently in use.

Pricing bucket to be determined by October 3rd and monitored by inventory manager daily

Communication to sales and service team about where vehicles will be staged and importance of returning to same lot if not sold to a customer immediately and ongoing in sales meetings

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: Inventory Manger, Service Manager, Used Car Manager
2. What: Coordinate inventory staging strategy and process to communicate between departments. Google Doc has been created to accomplish this goal
3. By When: October 3rd
4. How: Management meeting October 3rd will lay out the pricing strategies and organization flow for inventory. Inventory manager to drive/walk each lot daily with Sales management to discuss strategy and any current or ongoing issues.
5. Organizing inventory by pricing buckets and communicating via one source(Google Doc) will allow us to spend more time reconditioning and less time looking for the inventory. It will also allow for a better customer experience which will lead to higher CSI, gross, and lower holding charges due to a quicker turn.

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:
