



Financial Management Action Plan Homework

Homework is due the Monday of the week before you return for Parts Class

Student Name: Colin Harrison

Academy Class #: 359

Composite Data Reference: Depart: New Page: 14 Column: 2 Line: 1

GOAL WRITING

Example: I decrease my 5K run time from 30 minutes to 21 minutes by June 15, 2019.

What is your Goal? To re-evaluate our Advertising sources/spend + reduce cost per car spend
from? \$689 to? \$489 by? June 1, 2020

How do you plan to achieve your goal:

By taking a long in depth look at where we are advertising and what results we are getting from that advertising. Then asking sales people + customers how + where they heard about us. Also reduce cost spend in areas that we are seeing little return or renegotiate current contracts

How will you track your progress? What measurements, KPI's? (think about current vs past measures)

I will track it monthly by calculating total monthly advertising divided by units sold to get the average. If we can reduce our total spend + keep units the same or higher that avg per car will drop

The benefits of achieving this goal will be:

The benefit is to reduce our advertising expense, get rid of under performing sources and better utilize our advertising dollars. This will also increase the profitability of the department because it is one of the largest expenses we have.

Take Action!

Potential Obstacles

long term contracts at ~~cost~~ ^{high} rates

Potential Solutions

renegotiate as we look out early out options.

Reluctance to get everyone to be willing to drop/reduce a source

Be able to show/prove under performance of source

Uncertainty of production of source

Do a more thorough job of measuring return + quality of the source

Inaccurate data of sources

get ~~all~~ ^{All} employees on board w/ importance reducing expense + finding out what is working best so we can maximize our dollars

Who on your staff will need to be involved to accomplish this goal:

We will need our GM, Advertising manager, sales people, receptionist + even F+I so we can fairly + properly evaluate all sources used. Also sales management to help w/ what to keep what to reduce + what to remove

Specific Action Steps: What steps need to be taken to get you to your goal?

What?	Expected Completion	Completed
<u>Look at all sources + contracts</u>	<u>End Nov</u>	<u>_____</u>
<u>Implement process for accurately determining how they heard about us</u>	<u>End Nov</u>	<u>_____</u>
<u>Start gathering data + evaluating sources</u>	<u>April</u>	<u>_____</u>
<u>Start removing obvious under performers or nonperformers</u>	<u>End Nov</u>	<u>_____</u>
<u>Monthly measure of spend vs return + sold units</u>	<u>June / ^{needs to be} ongoing</u>	<u>_____</u>
<u>Plan</u>	<u>_____</u>	<u>_____</u>
<u>Continuous evaluation of performance + cost vs return + market</u>	<u>ongoing Needs to be continuous</u>	<u>_____</u>