

## James Law- Class 356- Parts week action Plan

What will I do differently as a result of this class?- Secret shop a price point of our matrix quarterly against our competitors and adjust our matrix pricing accordingly.

What obstacles might I encounter and how can I overcome them?

- Not being consistent enough with the secret shops to develop a significant change to our pricing matrix.
- Initially we will probably want to shop every price break in our matrix against several competitors. That will be a significant time commitment.
- Task will need to be shared among the parts manager and at least one other parts person. Again, time commitment would be a large obstacle.

The first few steps and who will be involved

- Identify which price breaks need to be shopped first and pick the most frequently used parts in that category- Parts manager, lewis
- Identify which competitors we want to shop. Both dealerships and independent parts stores? We will need several stores to compare between. Feedback from the counter guys could be helpful here- Lewis, Pat, Devon and Sandy
- Divide out the work and set a deadline for lewis and sandy to turn in the first round of price shops.
- Set up an excel sheet to store the data and make up a one page form to fill out each shop with.

Start Date- 10-14-19

End Date- 11-14-19