

Management Action Plan – VO1

Specific – Measurable – Achievable – Relevant – Timely

Student Name: David Penton

Dealership: Reynolds GM Subaru

Class & Student Number: Class 350 David 22

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

Current Situation

- We have a Used Car Dept that is well run and over-managed.
- Our sales process and turn policies work and are very effective.

Challenges I'd like to Address

- I would like to challenge the Owner and Used Car Manager to set aside their thinking on our internal used car processes. We constantly move money around from vehicle to vehicle, and traditionally don't show losses on vehicles. We over pack these cars in some instances, to assist with our new car losses as well. I'd like to change/remove the way we pack cars internally and shift money from car-to-car. Instead, let the new car department stand on its own, and let the individual used cars do the same. Armed with the Used Car NADA spreadsheet, we now can see where deficiencies are, verses adding money from a largely profitable vehicle to a loss. We have the capability to know exactly where our most profitable vehicles are, and we can make decisions based on this information. Right now any number we use based off that spread sheet is not accurate and the spread sheet is useless. I think this sheet can show us how to be more profitable and the decisions based on it will be based on fact. At a quick glance we can make decisions on age, where cars were purchased, what type of cars we hold on too, etc...

Overall objective (goal) and specific desired results:

Real numbers to make real decisions and move the department in the most profitable direction.

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

Change our internal packing procedures, monitor NADA chart twice per week in a Used car meeting, with all managers present

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

Nov 1 2019 would be the ideal starting date. With our 60-day hard turn, this would mean the data filtering into 2020 would be accurate data, and all of the packed cars would be sold, wholesaled, and removed from our inventory.

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: John Reynolds, Kevin Reynolds Jr., & David Penton
2. What: Remove Packs and processes
3. By When: Nov 1st
4. How: Agree to move forward in this direction

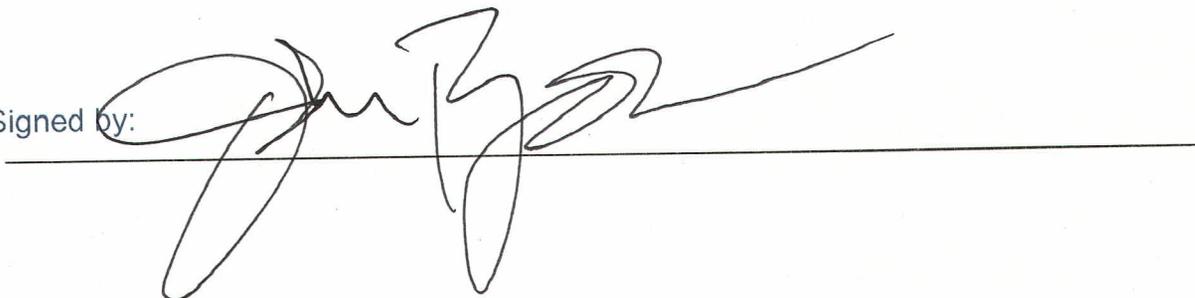
Dealer agreement:

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:

We had our first meeting in the beginning of October. The ideas of using a spreadsheet and Vauto's Profit time were met with a somewhat warm reception. We have another meeting for scheduled for this week to discuss what direction we want to move forward in.

Signed by:

A handwritten signature in black ink, written over a horizontal line. The signature is stylized and appears to be 'John Reynolds'.