

Management Action Plan – VO1

Specific – Measurable – Achievable – Relevant – Timely

Student Name: Jason Cammisa

Dealership: Bentley Rancho Mirage

Class & Student Number: NADA 350

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

We are currently at a 50-day supply on pre-owned Bentley. We run into issues with cars over 90 days in our inventory. As a result, this is effect our profitability. This is running at a 7.7 inventory turn rate.

Overall objective (goal) and specific desired results:

The overall goal is to achieve an inventory turn rate of 9 per year and increase profit per deal from \$6,573 to \$7,500

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

The key to this plan will consist of the following:

1. Keeping cars in-stock that are in-demand (better chance of selling faster for more money)
2. Sourcing the right inventory from the right plalces.
3. Pricing the cars to market or slightly below – move cars faster.
4. Making sure we are investing in cars with worthwhile returns.
5. Recondition the cars fast/efficient and getting rid of cars that need too much work.
6. Start Wholesaling cars at 60 days if we think the car could be a problem.

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

This has been implemented immediately.

Short Term:

- Better cars in-stock for sales to sell faster at more profit.

- More internet action from having better cars.
- More opportunity for finance profit.

Long Term:

- Higher profits YoY
- Less cars on the turn.
- Less loss on Wholesale.
- Increase in sales volume.
- Better business to my shop.

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: All managers sales/service – technicians, sales, and finance.
2. What: Follow the process to improve the cars coming in and out of the store.
3. By When: By the end of current month and each month After implementation.
4. How: Process, Discipline, Buy-in from the team.

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:

Signed by:
