Management Action Plan – VO1

Specific – **M**easurable – **A**chievable – **R**elevant – **T**imely

Student Name: Tunch BASAR

Dealership: Land Rover South Dade

Class & Student Number: N350

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

Finding the right inventory and increasing the used car volume as well as profit while decreasing the losses in Wholesale. Also hitting the quarterly CPO objectives while maintaining profits on most deals.

Overall objective (goal) and specific desired results:

We are currently selling between 35 to 40 used cars a month with an average front profit of $1000.00. We need to increase that number to 50 cars a month with at least $2000.00 profit in the front.

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

We are training our staff on how to build values rather than just giving a price, we are doing trade walks, also recently signed up with a company called autoipacket that sends customer information on used cars as well as service records, original window stickers and keeps alerting them of price changes, that seems to have created excitement among the sales team.

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

We have already started implementing these ideas and will be monitoring monthly.

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: Andrew Kipnis and Zack Lawrence
2. What: On lotlinx , autoipacket and trainings
3. By When: Already met with them.
4. How: We are setting up new training session on how we can maximize opportunities on pre-owned vehicles.

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:

Approved By:

Tunc Basar Date

Signed by: