

## **Management Action Plan – VO1**

**Specific – Measurable – Achievable – Relevant – Timely**

Student Name: Cody Culbertson

Dealership: Bob-Boyd Lincoln of Columbus

Class & Student Number: NADA 350-17

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

Sourcing strategy and pricing strategy.

### **Overall objective (goal) and specific desired results:**

Create a written and trackable sourcing and pricing strategy so that all managers are on the same page and can be held accountable. We will acquire more of the correct vehicles based on data of what is selling in our market. We will acquire those vehicles at a better price because of better appraisal processes. We will price the vehicles to sell considering market days supply. We want our vehicles to be the least expensive compared to competitors on third party websites.

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

SOURCING: We want acquire the right vehicles at the right price at the right time.

**Actions:**

1. Advertise that we want to buy cars.
  - a. Hang banner in service drive
  - b. Hang banner on our website
  - c. Make it a point of emphasis in all marketing
  - d. Spiff service for sending customers over to sell their car to us
2. Acquire these cars at the right price
  - a. Walk around the vehicle with the customer before the appraisal
  - b. Have all customers do a form fill about history of vehicle/damage/missing keys
  - c. Use data in front of customer to help bring their expectations down to reality before giving them a number.

**Measurements:**

1. Track and measure the following
  - a. Where do we get the vehicles
    - i. Auction
    - ii. Trade
    - iii. Off the street
      1. Currently getting 0 off the street. Goal of 3 per month by March 2020
  - b. What are we stocking
    - i. Measure how much of our inventory is attractive according to market days supply data and stay within 80% range.
  - c. Acquisition cost to market
    - i. Currently 79%
    - ii. Get to 75% by March 2020
  - d. Price to market
    - i. Daily keep our inventory in the top 3 lowest priced to comps. Analyze and adjust daily

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

All implemented by JUNE 2020

**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: Used Car Manager
2. What: Make Data driven decisions based on internet shopping
3. By When: June 2020
4. How: Training that will be organized and presented by me. Also we will implement some sort of system such as V-auto

**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:

A handwritten signature in black ink, appearing to be 'W. L. B.', written over a horizontal line.