

Management Action Plan – VO1

Specific – Measurable – Achievable – Relevant – Timely

Student Name: Bruce Gemmill

Dealership: BEST CHEVROLET

Class & Student Number: N351

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

28 GM Loaner Vehicles Turned to
granded inventory three times a year.
Become old age USED Vehicle Inventory
based on Relation in Price to new
Vehicle Advertised Price.

Overall objective (goal) and specific desired results:

To turn this late model low mile inventory
more quickly and reduce carrying cost.

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

1. Price Vehicle in market regardless of
cost to garner SRP → VDP → Conversion.
2. Leverage new vehicle incentives offered by
GM to drive down Pricing.
3. Reduce Price to market % from Average
101% to 95%

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

10-25-19
Short Term No off Leaner "Z" Stock Number.
60-89 DAY Age Bucket.

12-25-19
No off Leaner "Z" Stock Number.
40-59 DAY Age Bucket.

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: AL Stern
2. What: Pricing + monitoring "Z" Inventory.
3. By When: 12-25-19.
4. How: weekly one-on-one UAW Merchandising Review

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:
