



Financial Management Objective Homework

**Student
Class #**

SHAHRAM NAZARI

Name:

N327

Academy

***I plan to accomplish the following objective
our next class on:***

OCT

by

**Provide the relevant
composite data**

Department	Month	Page	Column
SERVICE	MAY	32A 32	3 11

Action plan for achieving objective
What is the area of focus?
Increase the Customer paid RO count from an average of 740 to 900
Increase the RO count from an average of 1279 to 1500
What is the proposed plan? How will you achieve it?
Hire another service writer, implant the first free service on us to increase our customer retention, more advertising, have monthly owners event, and 100% service hand over to all new customers, using KIA core tools such as ServiceSmarts to target the 2684 inactive customers in our market and also target 1578 single visit customers to our dealership, also improve our service website, start SEO and SEM for service site, run service display advertisement on social media such as Facebook, also use KIA core service to market conquest customers
How will you track your progress? What measurements, KPI's? How often will you track?
Tracked by the daily RECAP and ROR reports available on ADP, Every Monday and Friday morning
KPI: customer paid RO count on Recap report and KIA ServiceSmarts RO tracker
Who are the employees that will be involved, or impacted? Will they require training or assistance?

Is there a cost, or estimated cost for implementation?
Yes \$4000 per month for direct marketing and \$2500 per month for SEO and SEM optimization
Projected date of completion? September 1st process begins and is continuous

Jan. 656	Feb. 708	March 847	April 737	May 794	June 752
July	Aug.	Sept.	Oct.	Nov.	Dec.