

Verification Form Regarding the Departmental Action Plan

Fixed Operations 1 Week Post- Class Homework Assignment

Dear Academy sponsor,

One of the post-class homework assignments given to your manager at the conclusion of week two at the Academy is the Departmental Action Plan form. The student's assignment is to show you the format of the assignment, explaining to you the purpose of crafting a departmental action plan after week 2 of the Academy. This assignment will be completed four separate times, (classes 2-5) after the student has attended the fixed operations 1 parts week, the fixed operations 2 service week, the variable operations 1 class week and the variable operations 2 class week. The progress of the student's departmental action plans will be assessed by each of the Academy instructors in weeks 2 through 5 of the Academy. Please sign this form below which indicates that the student has reviewed the departmental action with you, and have your student bring the form with them, when they return for their fixed operations 2 parts class. We will collect these forms at that time from the students. The student will receive a pass/fail grade, based upon whether they submit this form signed by you. This is being done in order to verify that each student has shared the Departmental Action Plan with their sponsor.

Thank you for your cooperation.

Sponsor's Printed Name Row Doms Sponsor's Signature 

Date FEB 24, 2020

Very truly yours,

Departmental Action Plan

Dealership **FORMULA FORD LINCOLN SALES**

Student Name **JOHN BRIMO**

Academy Week **Fixed Ops 1**

Class & Student Number **361-21**

Current Situation

The 'Parts' section of the dealer website does not offer customers any useful content about Ford genuine parts and the importance of using original equipment parts for their Ford or Lincoln vehicles.

Overall Objective:

Create a more interactive and engaging Parts section on the dealer website by providing helpful and useful information about the quality of Ford genuine parts, importance of using OEM parts and the warranty provided with Ford genuine parts (when purchased over-the-counter or installed by our Service department).

Proposed Timeline

90 Day Timeline

- March 2:** Hold meeting with Fixed Ops Manager / Parts Manager to discuss website changes
- March 9 & 10:** List of website must-haves and layout ideas completed
Contact website developer about changes needed for Parts
- March 16:** Research for new website content completed and sent to website developers
- March 30:** First layout and plug-in test on staging website completed
- April 13:** Begin working on downloadable 10% off promotional voucher with website developer and design team
- April 27:** Test promotional voucher on staging website. Submit any revisions for layout and content as needed.
- May 11:** Continue with testing redesigned Parts section on staging website and revise as necessary
- May 25:** Make all final revisions for staging website as necessary
- June 1:** Parts redesign on website goes live

Action Plan

1. Gather information for website content

- a) Compile list of important reasons to use Ford genuine parts
- b) Research helpful videos that allow customers to watch and learn more about the quality of Ford genuine parts
- c) Provide warranty information about Ford genuine parts when purchased over-the-counter or installed by our service department
- d) Offer a '10% OFF parts**' promotional voucher for customers to download and redeem with their Service Advisor

** 10% discount off parts is applicable only when repair is being performed at Formula Ford

2. Contact website developer to redesign the Parts section of website

- a) Discuss with website developer the specific ideas wanted for new Parts section

Requirements

1. Meet with Dealership Personnel:

Meet with the Fixed Ops Manager and Parts Manager to discuss the proposed changes for Parts section of the website

2. Meet with Website developer:

- a) Contact Andres and outline the required changes for Parts section
- b) Discuss downloadable parts voucher that generates a one-time use code

3. Accountability:

John Brimo to work directly with Andres (website developer) and be in-charge of redesign of Parts section

4. Monitoring Progress:

View each design change on staging website to test layout, configurations, plug-ins and content before making content live

5. Describe checkpoints that have been established to monitor progress:

- a) Request bi-weekly design updates via email from Andres and team (Website developer)
- b) Test-out how the content displays and uploads on staging website after design update email has been received
- c) Email any revisions required to design team on a weekly basis - this will allow them time to complete and send bi-weekly updates

6. Estimated cost for implementation:

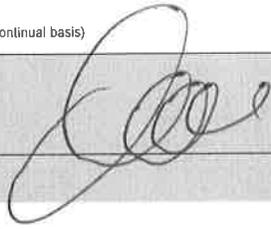
There will be no extra costs associated with the proposed changes to the Parts section of website.
Formula Ford pays a monthly website management and maintenance fee to the website developer

PLEASE BE ADVISED
THIS ASSIGNMENT BY
IT'S SELF IS WORTH
100 POINTS.TAKE YOUR
TIME AND GET IT
CORRECT

(Included in the website fees is the ability to make changes to the website on a continual basis)

Projected Date of Completion: 90 days

Sponsor Signature:



Evaluation of Results: Include measured results. (± Metrics)

Impact Areas:
Sales / Gross / Expenses / Net Profit / CSI /