

Opportunities for Improvements:

➤ **Establish an accurate part count and dollar figure...**

- This will require physical count and balance with accounting
- Outside Audit (Kelly Savage)

Responsible to carry out:

Parts manager, Controller (Bonnie Pruitt) and GM (Carey Broudy)

➤ **Increased Utilization of the boutique with a broader variety of items...**

- Provide a glassed in space to display more items
- Include items such as, T-shirts, key rings, ink pens, polos, etc

Responsible to carry out:

Parts manager, Controller (Bonnie Pruitt) and GM (Carey Broudy)

➤ **Decreased Returns**

- identify where most returns are happening
- identify the source of the issue (vendor, customer, tech) by running a report (2212)

-Responsible to carry out:

Parts manager, Controller (Bonnie Pruitt) and GM (Carey Broudy)

➤ **Design some type of customer loyalty program which ranks the customer**

- Platinum (produces the most gross with fewer returns)
- Gold (produces less gross, but shops often)
- Silver (only comes in for Toyota parts)

Responsible to carry out:

Parts manager, Controller (Bonnie Pruitt) and GM (Carey Broudy)