



## Financial Management Objective Homework

**Student Class #** Chris Conley **Name:** N328 **Academy**

***I plan to accomplish the following objective our next class on:*** Oct 20 **by**

**Provide the relevant composite data**

Department	Month	Page	Column
Used vehicle & service	July	B	All

<b>Action plan for achieving objective</b>
<p><b>What is the area of focus?</b></p> <p>The Main Area is my Used Car dept. I would like to increase my overall sales of used cars which will help increase the total gross of many other departments. If I can just sell an additional 20 used cars a month and after I increased my internal labor rate for used cars (Which I have already done), I can increase my Used Car gross by roughly \$480,000/ year, Service Dept gross by \$136,500/ year and bring in an additional \$143,760 in Doc Fees revenue per year by just 20 additional used cars extra per month.</p>
<p><b>What is the proposed plan? How will you achieve it?</b></p> <p>I have already met with my GSM, Used Car Manager and all of my New Car Sales Managers about increasing our used car inventory. We will achieve this by becoming more aggressive on trade values, purchasing inventory from private parties as well as purchase additional inventory from Rental companies such as Enterprise. Last month alone I purchased 6 vehicles from Private parties and bought an additional 7 units from Enterprise. If I can grow my used car inventory from 60 units to 100 units I believe I can increase my used car sales by an additional 20+ units per month. Also, I have changed up our appraisal process. Now any Sales manager can appraise or purchase used inventory instead of just allowing my used car manager to do so like we did before. This seems to have helped out the process and bring in more trades.</p>

**How will you track your progress? What measurements, KPI's? How often will you track?**

I will track my progress each day. The first week that I came back I bought a new 4ft by 8ft White board for our conference room and constructed a scoreboard for the sales managers/ salesman. Now I track Used car, New Car and our commercial dept sales each day. I have a running days average of units needed to put us on track to hit our goals and we Keep Score each day of our progress. Before we did not have our goals/ objectives displayed anywhere. Now we do and we measure them each and every day.

**Who are the employees that will be involved, or impacted? Will they require training or assistance?**

New Car MGR, GSM, Used Car Mgr and all salesmen. Yes, we have already conducted some training on what we expect of each employee and the new process that we have put in place for quicker appraising and purchasing of vehicles.

**Is there a cost, or estimated cost for implementation?**

Time. Time is the biggest costs for me. I am personally overseeing this task and taking it on myself. I have already spent a lot of my time trying to put new procedures/ policies in place to accomplish this new objective. I looked into becoming a KBB buying center and the costs was \$4,000/ per month. This would have allowed us to generate leads and receive new leads from KBB to purchase vehicles from private parties, but the buyer center was not available in our area (Another dealership 45 min away already has it)

**Projected date of completion? The policy and expectations are already in place, now it is time to go out and perform. Are you in, or are you in the way? Are you part of the problem or are you part of the solution? I have set goals each month for my sales dept to achieve. I didn't make them impossible but attainable.**

Jan.	Feb.	March	April	May	June
July	Aug. New Policy in place	Sept. 50 used car sales	Oct. 60 used car sales	Nov. 65 used car sales	Dec. 70 used car sales

