



## Financial Management Objective Homework

**Student Class #** Jason Waltrup
**Name:** N328 **Academy**

*I plan to accomplish the following objective our next class on:*
End Of Year 2017
**by**

**Provide the relevant composite data**

Department	Month	Page	Column
New Car Sales Lease Penetration	July	11	11

<b>Action plan for achieving objective</b>
<b>What is the area of focus? Our lease penetration as a percent of total new vehicle sales has declined, mainly due to the loss of a huge "fleettail" customer. Our current YTD lease penetration of 7.9% is below the BOC and what we would expect. A minimum of 15% penetration is the expectation.</b>
<b>What is the proposed plan? How will you achieve it? We will introduce a "Why Lease" campaign on the website, in the showroom as well as in email campaigns coupled with our aggressive monthly offers. We will also employ the assistance of TFS to come in and engage the new car sales staff with consistent and proper lease training</b>
<b>How will you track your progress? What measurements, KPI's? How often will you track?</b> Progress will be tracked daily/weekly and monthly through a shared google doc and sales log starting in Sept. to identify lease deals. Sales Manager's will be encouraged to take the TO in finance when a lease is presented and declined.
<b>Who are the employees that will be involved, or impacted? Will they</b>

**require training or assistance?**

New Car Sales Managers, Sales Consultants and Finance Managers

**Is there a cost, or estimated cost for implementation? Other than the cost to print the showroom material cost will be minimal.**

**Projected date of completion? End of Year 2017**

<b>Jan.</b>	<b>Feb.</b>	<b>March</b>	<b>April</b>	<b>May</b>	<b>June</b>
<b>July</b>	<b>Aug.</b>	<b>Sept.</b>	<b>Oct.</b>	<b>Nov.</b>	<b>Dec.</b>