

## Departmental Action Plan

Dealership

Academy Week

Class & #

### Current Situation

On our website, we currently have a Parts department tab that contains our special running for the month of September that states we have the lowest ti "wow" factor to it at all.

### Overall Objective:

I would like to propose that our Parts department submit to our graphics/marketing department at the beginning of every month starting 10/01/2017. I want to see specific specials such as a tonneau cover for only \$499 installed! The specials can be chosen based on what we have in stock and should contain photos and need to have some sort of wow factor to attract the customer.

### Proposed Timeline

After talking to all parties involved, I believe this proposal can be resolved no later than 10/01/2017.

### Action Plan

The steps needed to achieve the results are as follows: (1) Discuss with the marketing department the proposed plan to place 3 specials on the website at the beginning of every month. (2) Contact our marketing department to send out an email request at the end of every month for the next 3 months. (3) Marketing department to cc our Content Specialist check to verify that all parts specials are displaying on our website. (4) If the specials are NOT posted by the 6th of every month, an alert needs to be sent to the marketing department.

### Requirements

Meeting with Dealer: Jay Darling

1. Action Proposed: Having 3 Parts specials showing on our website at the beginning of every month.

Meeting with stakeholder(s) (dealership personnel): Jake Perry(Parts Mgr), H  
Amanda Nadeau(Creative Content Specialist)

2. Describe what is in place to support desired goal: An email will be sent out fi  
of every month requesting the 3 specials. The Parts manager will have until 1  
specials to graphics. Our Creative Content Specialist will check our website.

Accountability: Monitoring progress:

Who:

What:

3. By When:

How:

Describe checkpoints that have been established to measure progress: The  
Daily / Weekly / Bi-weekly / Monthly /

4. Date(s) for review: 10/06/2017

5. Estimated cost for implementation: 0

Projected Date of  
Completion:

11/05/2017

Sponsor Signature: \_\_\_\_\_

Evaluation of Results: Include measured results.

(± Metrics)

Impact Areas:

Sales / Gross / Expenses / Net Profit / CSI /

Student Name Pam Blanchard

Student Number N32740

specials for the month. I only found one  
re price guarantee. The special did not have a

marketing department, at least 3 specials at the  
s on the Parts tab on our website ie: Tri fold  
our inventory and availability. These specials  
he customer.

o later than 11/5/2017.

Parts manager and sponsor about the  
month(no later than the 5th of every month) (2)  
f every month asking for at least 3 parts  
nyself on these emails. (3) Have our Creative  
ir website correctly on the 6th of every month.  
to be sent to the GM from the Creative

inning of every month(no later than the 5th)

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

leather Van Dyne(graphics/marketing), and

rom graphics to the Parts manager at the end  
the 5th of every month to submit these  
on the 6th of every month to verivy specials

6th of every month