



## Financial Management Objective Homework

**Student  
Class #**

Vineta  
Mata'utia

**Name:**

329

**Academy**

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

6 months

**by**

**Provide the relevant  
composite data**

Department	Mont h	Page	Colum n

<b>Action plan for achieving objective</b>
<b>What is the area of focus?</b>
Increase retail sales (new and used) by 5% without increasing advertisement expenses.
<b>What is the proposed plan? How will you achieve it?</b>
1. To increase retail sales over the next 6 months prior from the year to date average.
2. Raise the number of appointment percentage vs the number of leads maintaining shown appointments and closing percentage. As well as reallocate money from the print advertisement to purchase an additional 100 leads (approximately \$2000).
<b>How will you track your progress? What measurements, KPI's? How often will you track?</b>
We currently use Eleads to track all sales contact and activity. We are currently at 22.5% of appointments se vs the amount of leads year to date.
<b>Who are the employees that will be involved, or impacted? Will they require training or assistance?</b>
We will focus on the 3 dedicated internet sales consultants that will also receive additional training.

<b>Is there a cost, or estimated cost for implementation?</b>
No cost
<b>Projected date of completion? Within 6 months</b>

<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>