

Departmental Action Plan

Dealership **Darlings Auto Mall**

Student Name **Pam Blanchard**

Academy Week **August 14-18**

Student
Number **N32740**

Current Situation

On our website, we currently have a Parts department tab that contains our specials for the month. I only found one special running for the month of September that states we have the lowest tire price guarantee. The special did not have a "wow" factor to it at all.

Overall Objective:

I would like to propose that our Parts department submit to our graphics/marketing department, at least 3 specials at the beginning of every month starting 10/01/2017. I want to see specific specials on the Parts tab on our website ie: Tri fold tonneau cover for only \$499 installed! The specials can be chosen based on our inventory and availability. These specials 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 11/5/2017.

Action Plan

The steps needed to achieve the results are as follows: (1) Discuss with the Parts manager and sponsor about the proposed plan to place 3 specials on the website at the beginning of every month(no later than the 5th of every month) (2) Contact our marketing department to send out an email request at the end of every month asking for at least 3 parts specials due no later than the 5th. Also ask the marketing department to cc myself on these emails. (3) Have our Creative Content Specialist check to verify that all parts specials are displaying on our website correctly on the 6th of every month. (4) If the specials are NOT posted by the 6th of every month, an alert needs to be sent to the GM from the Creative Content Specialist.

Requirements

Meeting with Dealer: Jay Darling

1. **Action Proposed: Having 3 Parts specials showing on our website at the beginning of every month(no later than the 5th)**

Meeting with stakeholder(s) (dealership personnel): Jake Perry(Parts Mgr), Heather Van Dyne(graphics/marketing), and Amanda Nadeau(Creative Content Specialist)

2. **Describe what is in place to support desired goal: An email will be sent out from graphics to the Parts manager at the end of every month requesting the 3 specials. The Parts manager will have until the 5th of every month to submit these specials to graphics. Our Creative Content Specialist will check our website on the 6th of every month to verify specials are displaying correctly. If the specials are not showing, an alert will be sent to the General Manager. Not only could this plan be profitable, our presence online will have a much more professional look and feel.**

Training / Coaching / ±Consequences related to results / Pain & Gain

Accountability: Monitoring progress:
Who:
What:
3. By When:
How:

Describe checkpoints that have been established to measure progress: The 6th of every month
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

Signature:

Results: Include
measured results.

(± Metrics)

Impact Areas:

Sales / Gross / Expenses / Net Profit / CSI /



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

