

## **Elmwood Chrysler Dodge Jeep Ram**

### **Action Plan**

Over the next six months I would like to boost my wholesale profit percentage 6% to a total of 25%. I feel this goal is obtainable by hitting the pavement and personally visiting these shops to drive business to my parts department. This attention can be gained through explaining the benefits of shopping with Elmwood Dodge through an aggressive wholesale discount program and monthly part specials on seasonal and other popular items. Given current circumstances between a virus and an unsteady economy I don't feel we have lost much ground and some of our competitors I think have stumbled just a bit for me to see and opportunity to want to jump in and pick up the lost business.