

Departmental Action Plan

Student Name: Suleiman Ali

Class & Student Number: N32331

Academy Week: 4

Current situation or challenge you want to address:

Volume of sales in the pre-owned department and profitability

Overall Objective and Specific Desired Results:

Increase sales of Honda Certified and off make vehicles to obtain sales targets and achieve department profitability.

Describe your action plan in detail (be specific and include before and after measurements):

We will start by selecting units for the HCUV program that increase turn rate and gross. This will be done daily starting September 20th 2017 by the UCM and GSM so no opportunities are missed. Follow the price strategy that was presented on September 19th 2017 by Michael Carroll from Honda Canada. UCM is to identify the class of all inventories and TAG them in V-Auto by no later than September 22nd 2017. Once all cars are TAG'd GSM and UCM will review all wholesale units daily to insure Class 1 cars remain on the lot for retail. GSM and UCD will review new retail units and price according to price strategy. GSM will work with the service department to decrease the time vehicles are waiting for recon, currently 12 days on average this should be no more than 72 hours. GSM will sit with Service Manager, UCM and internal service advisor to work out a schedule for a 3 min daily meeting to review cars in queue.

Timeline: Describe specific short term and long term checkpoints to monitor progress:

UCM will complete Tagging all inventory by September 22nd 2017.

Weekly follow up with Michael Carroll (Used consultant from Honda Canada) to review pricing and wholesale goals.

Starting October 1st we will have all action items addressed and sales will be monitored daily.

By September 25th UCM and GSM will be holding 5 – 10 min meeting to review and correct any deviations from the plan outlined above.

Meeting with Stakeholders (dealership personnel)

Describe what behavior change is needed to support desired goal. Address required coaching, training and/or consequences. Include timelines / Accountability / Monitoring process

- a. Who: Vitor Oliveira UCM, Sam Jamily GSM
- b. What: Increase volume in UCD and reach the goal of covering operating cost in Q4 of 2017.
- c. By When: Recon process in place by October 1st. Pricing strategy to be in place by September 25th 2017, achieving Q4 sales targets by December 31st 2017. In order to achieve this we need to sell 35 cars for October, 36 on November, and 33 on December to conclude the quarter.
 - a. How: by following the action plan as described above.

Dealer agreement:

If you need your sponsors support or approval to implement your plan, have it signed off before you start. If you can proceed on your own, present this action plan to your sponsor before next class. Describe the meeting:

I have a meeting with the sponsor on Oct 5th, and will describe the outcome of the meeting afterward.
