ACTION PLAN 1

S Specific M Measurable A Achievable R Relevant T Time bound

What is your goal? What do you want to achieve? From what metric? To what metric? By what date?

I will incorporate a boutique-accessories department to increase my parts sales $20,000 monthly and hold 20%Gross Profit by March 1,2021.

BOTTOM LINE: Benefits of Achieving Your Goal

It will increase my sales profit by $20,000.00 monthly.
It will increase my gross profit by $4,000.00 monthly.
It will allow me to get my boutique and accessories gp to minimum 20% .

Consequences of Not Achieving Your Goal

Inventory will increase by not selling what we purchase .
Discounting these items will not allow us to retain 20% profit.

When will you start? January 1,2021

How will you gauge your progress? When? Using which metrics?

January 1,2021 purchase items to display our boutique and accessories
February 1,2021 purchase Boutique and accessories to be displayed
March 1,2021 have everything displayed and ready for sale to our customers and the public
March 1,2021 place pictures of our display area on our GM website.

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NADA ACADEMY

What specific actions will you take to achieve your goal? Who can help you?

I will work with our parts manager and general sales manager on how to set up the display to be easy for customers to see and purchase items.
I will be envolved in what is ordered for the boutique.
If items are taken from sales departments for a customer we will bill it to advertising for sales department .
We will monitor daily the DMS to make sure discounts are not given on all items.

Potential Challenges?

Discounting items to much
People stealing items
Sales taking items and not letting parts know after hours.
Boutique items not moved around so they are kept nice and clean.

Potential Solutions?

Increase profitability
Create a better culture, more friendly
Have customers wearing your logo as advertising on botique items.
Get into the accessories business as we should.

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