

BEST



RAM

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Best Automotive

ACTION PLAN :

PROFIT CENTERING

WHEN :

START IMMEDIATELY AND EVALUATE JUNE OF 2021.

CURRENT :

YTD GROSS : 829,292

YTD EXPENSE : 310,480

YTD PROFIT : 518,812

GOAL :

YTD GROSS : 950,000 RANGE

YTD EXPENSE : 310,000 RANGE (BRAND NEW BUILDING)

**** ONLY SO MUCH WE CAN DO RIGHT NOW ****

YTD PROFIT : ROUGHLY 640K

HOW :

**CUT OUT WHOLESALE CUSTOMERS WITH HIGH RETURN RATE
AND LOW GROSS PROFIT**

INCREASE PRICE MATRIX ON FAST MOVING PARTS

**ADJUST MENU PRICING ON ITEMS TO INCREASE GROSS BUT
NOT LOSE SALE**

**WORK ON WHOLESALE CUSTOMERS WITH HIGH GROSS BUT
LOW VOLUME**

EXPAND RETAIL COUNTER (T SHIRTS – HATS ETC)

