

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?

Increase gross profit for wholesale business

BOTTOM LINE: Benefits of Achieving Your Goal

More profit for the dealership

Happier employees

Opportunities for more business for dealership

Consequences of Not Achieving Your Goal

Wholesale remains stagnant

Not reaching full potential

When will you start? April 1, 2021

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

Financial statement to keep track of gross profit

Check monthly to see if numbers are being hit

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

Look at pricing matrix. Make sure pricing is appropriate to maximize gross profit

See what, if anything, can be done to lower expenses for parts department.

Train parts members to be able to sell and not discount as much.

Service Director and Parts Manager will have to help with this.

Potential Challenges?

Competitors

Not enough staff

Improper pricing

Not having parts in stock

Potential Solutions?

Be better than competitors

Hire/Train staff

Have competitive pricing

Proper stocking