

## ACTION PLAN 1

**S** Specific    **M** Measurable    **A** Achievable    **R** Relevant    **T** Time bound

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

i will increase my Gross profit percentage from 15.5% to 17% by 12/31/21

**BOTTOM LINE: Benefits of Achieving Your Goal**

by achieving this goal our annual gross profit will increase more money to the bottom line.

resulting in more cash flow for the store.  
uptick in purchases resulting in more incentives from manufacturer.  
more gross with no additional expense.

**Consequences of Not Achieving Your Goal**

no growth (being stagnate)  
make personnel adjustments  
will affect the inventory turn rate and will be below guide.

When will you start? 01/13/21

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

at first i will monitor weekly for the first 90 days then monthly using parts counter sales analysis reports. discuss with those that are not on pace and encourage those that are.

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

we will start by gathering all of our customers and doing a classification system by sales% GP% and Return% and also frequency of purchase. green light customers yellow light customers and red light customers. we will analyze each classification and make adjustments accordingly. who we can increase price on and put incentives on others to increase sales and make them more frequent which would increase sales and profit. implement a restocking percentage for the ones with high returns. my parts manager will help me achieve this.

Potential Challenges?

getting everybody to buy in 100%

Potential Solutions?

constant observation of progress and coaching. do contests to keep them engaged