

Departmental Action Plan

Student Name: Suzanne Iovanna & Patrick Gillan

Class & Student Number: n321 02& 03

Academy Week: Variable 1

Current situation or challenge you want to address:

Excess and aged used car inventory.

Overall Objective and Specific Desired Results:

Lessen both volume and age of used car inventory

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

Price all used cars to or below market.

Retail if possible (with least loss) instead of wholesale.

Group together all aged inventory to promote awareness.

Make sure cars are clean and free of damage.

Used car manager to drive all aged inventory to determine condition.

Make all staff aware of upcoming 60 day policy.

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

Starting pricing and marketing immediately

Implement true 60 day hard turn threshold

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:** General Manager, Used Car Manager and Dealer
- b. **What:** Discussed at weekly manager meetings
- c. **By When:** 1/1/2018
- d. **How:** see action plan

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:

Sponsor/ Dealer is one of the students.
