



## Financial Management Objective Homework

**Student  
Class #**

Patrick Lewis

**Name:**

329

**Academy**

***I plan to accomplish the following objective  
our next class on:***

Lower monthly ad spend, start with 3 <sup>rd</sup> party vendors
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**by**

**Provide the relevant  
composite data**

Department	Month	Page	Column
Marketing	September	56	5/6/7

<b>Action plan for achieving objective</b>
<b>What is the area of focus?</b>
Lower monthly net advertising expense to \$45,000 per month
<b>What is the proposed plan? How will you achieve it?</b>
1) Grind/cut vendors to lower payments or decide if still necessary
2) Continue to transition internal retention give away items from 065b to COS
3) Sell/turn new cars at a faster rate to pick up more manufacturer advertising credits
4) Ween off of expensive 3 <sup>rd</sup> parties and do more organically with GM CSSR and CRM
<b>How will you track your progress? What measurements, KPI's? How often will you track?</b>
Based upon our final monthly advertising net spend. I track bills posted daily to 63/64/65 accounting lines, but will do a better job of assessing what is billed to advertising and how we can better lower our monthly expense.
<b>Who are the employees that will be involved, or impacted? Will they require training or assistance?</b>
My GSM and IT manager. We need to get better at understanding google analytics to hold vendors accountable, but very little other training is necessary.
<b>Is there a cost, or estimated cost for implementation?</b>

No

**Projected date of completion? NO- ongoing project that I will keep a better eye on far after 329 class commencement in june of 2018**

<b>Jan.</b>	<b>Feb.</b>	<b>March</b>	<b>April</b>	<b>May</b>	<b>June</b>
<b>July</b>	<b>Aug.</b>	<b>Sept.</b>	<b>Oct.</b>	<b>Nov.</b>	<b>Dec.</b>