



# HOMWORK ACTION PLAN

**S** SPECIFIC   **M** MEASURABLE   **A** ACHIEVABLE   **R** RELEVANT   **T** TIME-BOUND

Name Felix Hernandez Class # N372  
 Dealership Hyundai of Dothan Date 4/13/2021

Current Situation or Challenge to be Addressed:	Low inventory levels.		
Current Performance Level (include specific measure):	20 day supply and inventory turn of 6 based on inventory on hand.		
Goal (what do you want to achieve?)	30 day supply of inventory and inventory turn of 8.		
Goal Performance Level (include specific measure)	65 total retailable used cars in inventory.		
Goal Start Date:	5/3/2021	Goal End Date:	7/30/2021
First Check-in Date:	5/21/2021	Performance Objective:	22 days supply.
Second Check-in Date:	6/18/2021	Performance Objective:	24 days supply.
Third Check-in Date:	7/9/2021	Performance Objective:	26 days supply
Fourth Check-in Date:	7/30/2021	Performance Objective:	30 days supply.
How does your goal align with the dealers' vision?	It aligns with our dealers vision of growth and expansion.		
What are the potential benefits of achieving your goal?	Quicker inventory turn and increased sales because of more inventory in stock.		
What are the potential consequences if you don't achieve your goal?	Lack of inventory will lead to continued lost sales.		
Why is the goal important to you?	In order for us to grow and sell more vehicles we need more inventory.		

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Potential Obstacles	Lack of inventory at auctions and at realistic prices.
Potential Solutions	An influx of good quality used inventory.
<b>BOTTOM LINE!</b> Financial Impact of Achieving Your Goal (expressed in dollars)	At a goal of an inventory turn of 8 from 6 will take us from \$192,793 up to \$281,015 total projected gross profit.

What specific actions or steps will you take to accomplish your goal? What will you do differently or improve? For each, be sure to include necessary resources, who is accountable, the measurable result, and dates.

SPECIFIC ACTION/STEP	NECESSARY RESOURCE(S)	ACCOUNTABLE PERSON(S)	EXPECTED RESULT	START, END, & CHECKPOINT DATES
Get online to Manheim and look at inventory.	Access to manheim express.	Gm and used car manager	Bid on and purchase some vehicles.	5/3, 7/30, checkpoint dates 5/21, 6/18, 7/9.
Get online to Smartauction to look at inventory.	Access to Smartauction to access available inventory.	Gm and used car manager	Bid on and purchase some vehicles.	5/3, 7/30, checkpoint dates 5/21, 6/18, 7/9.
Speak to all service customers about selling us their vehicles.	Signage up in our service department with current vehicles needed based on service appointments for the day.	Gm and used vcar manager	The ability to purchase 3-5 vehicles a week through our service department.	5/3, 7/30, checkpoint dates 5/14, 5/18, 6/11, 6/25, 7/9, 7/23, 7/30.
Run a vehicle buy back campaign to our own inhouse customer base.	Access to our inhouse CRM and ability to run a direct mail and digital ad campaign	Gm, used car manager, and BDC manager.	Generate a total lead response of 2% in turn adding additional used vehicles to our current inventory.	6/1, 6/30. Checkpoint date 6/15.
Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.

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As you work toward your goal, it’s important to have interim check points with specific, measurable objectives so your team can hold themselves accountable. If everyone knows the goal and objectives, you don’t have to spend your valuable time micromanaging.

Once you’ve accomplished your goal, added or adjusted policies, procedures, and behaviors, now what? How will you ensure you and your staff do not fall back into the previous habits that produced poor results? Be specific.

We will continue to keep the signage up in service letting customers know what inventory needs there may be based on service appointments moving forward making it an all time thing. We will also be continuing to run a buy back campaign every 90 days or every quarter to keep inventory flowing. We will continue to check everything every 30 days to make sure we stay current with every possible source.

Describe any planning or implementation meetings conducted as part of development of your plan.

At every checkpoint date we will hold a meeting with everyone that will play a role in us reaching our goals and will discuss the progress and plan the next plan of action. Based on the amount of progress we will adjust and startegize how we can be more effective working smarter and not harder.

Sponsor Signature: \_\_\_\_\_