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Action Plan: #4

What is a current issue my dealership is facing? One issue my dealership is currently facing is a lack of new car inventory.

What is a solution to this issue? Although this is an issue that we have only recently started to have and can be attributed to several different factors with one main one being covid, placing limitation on imports and exports. I still believe there are still preventative measures that can be taken to leave us better prepared for the future. There is often a misconception that dealers should only order inventory when they are running low or only order what is a popular seller. Based on what we have learned about the phase-in-criterion in our last session, we as dealers need to pay attention to not only what quickly sells but more importantly the period of when that vehicle sells. We must not be afraid to stock up on inventory that we already have a good amount of in preparation for what may come. It is better to have the inventory at your disposal and be able to adjust pricing to move units then to be in a position with no inventory at all and be at the mercy of the manufacturer.

How can you adjust and measure our success? Pay attention to your sales by breaking them down first quarterly and then monthly. Ordering not just based on popularity but the season as well. An example would be ordering AWD sedans and SUVs during the spring and fall season preparing for the winter. Instead of waiting till winter approaches. Not being afraid of overflow if your sales reports shows that you have the capabilities to move that potential amount. You can measure your success just by watching your year over year sales.