



Financial Management Objective Homework

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Class #

I plan to accomplish the following objective 11/13/17 ***by***
our next class on:

Provide the relevant composite data

Department	Month	Page	Column
Used Car Department	Sept	21	6

Action plan for achieving objective
What is the area of focus?
Used Car Department
What is the proposed plan? How will you achieve it?
I plan on increasing used vehicle sales volume, while attempting to maintain a consistent level of gross per vehicle. I am planning on carrying and displaying double the amount of retail units for sale.
Along with utilizing strategic online selling platforms: Sign up for CarGurus, manufacture CPO Co-Op\$.
How will you track your progress? What measurements, KPI's? How often will you track?
I will watch and verify the amount of traffic generated of all types (digital leads, showroom, phone),
on the vehicles in comparison to previous months traffic logs. These metrics will be watched daily.
Who are the employees that will be involved, or impacted? Will they require training or assistance?
The following are the employees that will be most involved: Sales Manager (pricing and promotion),
Service department ASMs (Making sure they focus on the influx of new inventory),
Sales Team (prepared and product knowledge ready of the inventory), Lot Person (Display ready)

Is there a cost, or estimated cost for implementation?
\$600 a month for CarGurus plus an additional \$500K investment in new inventory.
Projected date of completion?
On going project, but will be monitored daily, weekly and monthly to make sure we are on the
right track for proper volume growth and not let inventory turn and mix get out of hand.

Jan 2017. 2 LR Units	Feb 2017. 1 LR Unit	March 2017. 2 LR Units	April 2017. 1 LR Unit	May 2017. 1 LR Unit	June 2017. 1 LR Unit 2 Jag Units
July 2017. 1 LR Unit	Aug 2017. 1 Jag Unit	Sept 2017. 1 LR Unit 1 Jag Unit	Oct 2017. 4 LR Units 1 Jag Unit	Nov 2017. TBD LR Units TBD Jag Units	Dec 2017. TBD LR Units TBD Jag Units