

Departmental Action Plan

Student Name: Robert Caven and Kim Champagne

Class & Student Number: NADA326

Academy Week: 4

Current situation or challenge you want to address:

Underperforming Variable Operations of targeted dealerships within Western and Atlantic /Ottawa Regions.

Overall Objective and Specific Desired Results:

Develop a presentation intended for VCCI management that illustrates the core learnings from the NADA Variable Operations course and how they can be applied to individual targeted dealers to help improve performance in the following areas:

Dealer benefit

GROI (Gross Return on Investment) through Inventory Management processes that focuses on the following principles:

- Market Day's Supply (MDS)
- Price to Market
- Cost to Market/Profitability
- Age Management

VCCI Benefit

- CPO and Standard Rate Opportunity
- Add Consultative Value to Dealers
- Add Dealer Variable Operations Intelligence within VCCI
- Remarketing Opportunity

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

- Prepare Training course briefing by Friday, November 24th.
- Schedule and deliver presentation review meeting with GM of Sales and Field Ops. by Monday, December 4th. Decision to move forward?
- Confirm Target dealers and finalize dealer presentation of concept by Monday, December 18th.
- Schedule and deliver target dealer presentations by January 31st, 2018.
 - Establish dealer commitment to concept and champion responsible
 - Identify process changes required
 - Timing and accountability recorded
 - Establish performance measurements of success
- Schedule Performance review meeting by February, 28th, 2018.
 - Early Implementation processes. IE. MDS on entire inventory updated on a daily basis
- Schedule Performance monthly review meetings until June 2018.
 - Monthly call and in dealer visit every 2nd month
- Schedule 6mth Performance review meeting by June 30th, 2018.
 - Review area of improvement and continued opportunities
 - Age Management and GROI

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:
