

## Fixed Operations SMART Goal and Action Plan

Pete Spitzer/ Ron Dupratt Ford

### SMART Goal:

To increase wholesale gross profit percent of sales from 14% to 16% by July 2022.

### Action Plan:

We have a decent size wholesale parts operation at Ron Dupratt Ford doing around 3 million in sales each month. It would not be smart to dramatically increase profit margins all at once but if the department can do it alongside with when the manufacturer increases it could be done without triggering customers to shop elsewhere. Ford has price increases about every quarter to if we increase gross margin % by 0.5% every quarter until next summer we can reach this goal. By reaching this goal we can earn another \$60k gross each month and potentially another \$720k per year! Massive increases for such small tweaks.