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## ACTION PLAN 1

**S** Specific    **M** Measurable    **A** Achievable    **R** Relevant    **T** Time bound

What is your goal? What do you want to achieve? From what metric? To what metric? By what date?

To increase Parts Dept. gross profit from 31% to 36% by 12/31/2021.

BOTTOM LINE: Benefits of Achieving Your Goal

- Supports dealership vision by being consistently profitable each month.
- More Operating Capital
- Increased profitability for dealership would allow us to expand wholesale operation.

Consequences of Not Achieving Your Goal

- Lower gross profit
- Lower net profit

When will you start? 8/31/2021

How will you gauge your progress? When? Using which metrics?

- DMS dealership financial analysis allows us to track data in real time @ COB each day.
- Financial Statement @ Month end to review MTD/YTD performance
- Daily monitoring and tracking data
- Weekly Mgr. Meetings to discuss opportunities & Celebrate wins.
- Review warranty work on weekly & monthly basis.



What specific actions will you take to achieve your goal? Who can help you?

- Armatus warranty parts Markup From 40% to 70.39% effective 8/31/2021.
- Extend price matrix > \$100
  - \$100 - \$125 = 2% over list effective 8/31/2021
- Darren Sitts - Parts Manager will help
- Pat Lonsway - Betten Baker Fixed Ops Director will help

Potential Challenges?

- R.D. Counts - if these drop off, it could slow business for parts dept - thus fewer warranty related parts sold
- Potential Audits

Potential Solutions?

- Keep service lane full
- Keep warranty claims clean & Accurate.