



HOMEWORK ACTION PLAN

S SPECIFIC
 M MEASURABLE
 A ACHIEVABLE
 R RELEVANT
 T TIME-BOUND

Name <u>Ramin Moteizadeh (Bobby Motti)</u>	Class # <u>NADA 378</u>
Dealership <u>Stevens Creek Hyundai/Genesis</u>	Date <u>8/3/2021</u>

Current Situation or Challenge to be Addressed:	Recon Time - time takes to get a pre-owned vehicle Retail ready and fully online		
Current Performance Level (include specific measure):	5 days 12 hrs Recon time		
Goal (what do you want to achieve?):	3 days Recon time		
Goal Performance Level (include specific measure)	<p>We will use Irecon to measure the time for our Recon process, Interim performance goals will be as follow:</p> <p>Currently 5 days 12 hrs By 7/15/21 we will reduce it by 12 hrs By 8/1/21 we will reduce it additional 12 hrs By 8/15/21 we will reduce it by additional 12 hrs By 8/31/21 we will reduce it by additional 12 hrs to meet our goal. We will provide bonuses for heads of each department if they can meet our goal for their department before our dead line.</p>		
Goal Start Date:	7/1/2021	Goal End Date:	9/1/2021
First Check-in Date:	7/15/2021	Performance Objective:	To be lowered by 12 hrs
Second Check-in Date:	8/1/2021	Performance Objective:	To be lowered by 12 hrs
Third Check-in Date:	8/15/2021	Performance Objective:	To be lowered by 12 hrs
Fourth Check-in Date:	8/31/2021	Performance Objective:	To be lowered by 12 hrs
How does your goal align with the dealers' vision?	We would like to lower our Recon time to 72 hrs, so we can reduce the time it takes to retail our vehicle and keep a higher gross profit per used vehicle Retail.		
What are the potential benefits of achieving your goal?	Faster Turn, Higher Gross Profit, Higher GROI, More available Cash due to faster turn		

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What are the potential consequences if you don't achieve your goal?	Slower turn, Reduced Gross profit and increase in Net profit Loss in our Pre-owned vehicle Department, Higher Frozen Capital in Pre-owned inventory
Why is the goal important to you?	Having a more efficient Pre-owned department, increase in our bottom line, more Gross profit, additional income for Sales, Service, Parts, and overall Dealership
Potential Obstacles	Making sure the new processes set forth will be followed by Sales Department, Service and Parts Departments. Connecting these three departments and making sure all see the overall benefits that this will have to the bottom line of all departments and dealership.
Potential Solutions	Manager's meeting between all department heads to review our goal, process, and current Recon times twice a month, assigning two techs to take care of pre-owned vehicles Recon. Assigning two Detailers for our pre-owned vehicles. Having pictures taken minimum three days per week.
BOTTOM LINE! Financial Impact of Achieving Your Goal (expressed in dollars)	Our Goal is to bring up our turn of our inventory from 8.5 to 12. Achieving this will increase our Gross profit, also give us a bigger return of our investment, also we can reduce the amount of frozen cash from 1.5 million to 1 million. Goal is to keep less vehicles on the ground and increase our turn and gross. We need to make sure everybody understands that more vehicles in our inventory does not translate to more sales. It only translates to more losses and aged units.

What specific actions or steps will you take to accomplish your goal? What will you do differently or improve? For each, be sure to include necessary resources, who is accountable, the measurable result, and dates.

SPECIFIC ACTION/STEP	NECESSARY RESOURCE(S)	ACCOUNTABLE PERSON(S)	EXPECTED RESULT	START, END, & CHECKPOINT DATES
Assign Two Techs for our pre-owned vehicles	Service Manager must decide which two techs he wants to assign to pre-owned vehicles, Service Department can charge full Retail	Service Manager	Reducing Recon time in Service Department from 72 hrs to 24 hrs	Start 7/1/21 End 9/1/21 Check points same as above check in dates set

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	Door Rate if they finish the work on the vehicle within 24 hrs from check in time. Otherwise, rate will be discounted by 20%			
Detail Department will assign two master Detailers for pre-owned vehicles only	Service manager must hire additional Detailer if needed, the two detailers cannot be used for service drive or new vehicles	Service Manager	Finish Detail 24 hrs from the time vehicle is checked in to Detail, Currently we are sitting above 48 hrs and we need to shave this by a full day.	Same as above
Purchaes vehicles with higher Condition Report to avoid Body work and extra Recon time	Stockwave, and in person vehicle condition check by used car manager	Used Car Manager, Used car manager can make exceptions dependent of how good of a deal he can get on a particular vehicle	We are trying to avoid extra hold up in Body shop due to excessive body work. Goal is to get the vehicle Retail Ready within 72 hrs	Same as above
Pictures to be taken 3 times a week, Monday, wed, and Friday	Use outside Service to do the pictures, to make sure quality and process stays the same	Used Car manager	Uniform pictures of inventory, and scheduled time for sales manager and used car managers to check on the pictures taken by the 3rd party company and assure quality and accuracy. Currently, we are doing this in	Same as above

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			house which due to high turn of our porters has cause many problems. 72 hrs is the typical time that takes for a vehicle to go live from the moment it is finished detail and we will reduce this to 24 hrs	
Weekly meeting between Used car manager, sales manager, Service manager and GM	30 min Friday meeting to go over incoming units for the following week and being ready for the incoming work load	GM	Going over challenges, problems within our process, making adjustments to meet our goal.	Same as above
Weekly meeting between used car manager, Sales manager, and GM	15 min meeting to review our goal, and interim goals, to monitor turn, Gross, frozen capital, and aged units	GM	Higher Turn, Higher Gross, less aged units, and less frozen capital	Sames as above
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As you work toward your goal, it's important to have interim check points with specific, measurable objectives so your team can hold themselves accountable. If everyone knows the goal and objectives, you don't have to spend your valuable time micromanaging.

Once you've accomplished your goal, added or adjusted policies, procedures, and behaviors, now what? How will you ensure you and your staff do not fall back into the previous habits that produced poor results? Be specific.

We will continue our meetings and review our weaknesses and strenghts, we will highlight our achievements and how it has made a change for each department. We need each of our team

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members to see how results have changed the bottom line both for them and the dealership as a whole.

Describe any planning or implementation meetings conducted as part of development of your plan.

Heads of all departments got together and went over our goals and how we can do a better job in our pre-owned department. Everybody is on board to make it happen and achieve our goal.

Sponsor Signature: _____