

Peacock Subaru Accessories action plan

Because of the lack of wholesale business in the area my focus is on the accessories and boutique side of the parts department.

Currently we are only averaging 100-200 a month in sales from people visiting for the service department. Not profit BUT SALES. In order to actually make it a profitable part of the parts department this is what I propose.

Start with 10% off coupon when they walk in the door. Large pricing on all the key chains, shirts and hats. We are a tourist destination so having it labeled Hilton Head Subaru with a shape of the island would be great for shirts, hats and golf equipment like club heads and golf towels. The branding will even be more important in 90 days when we branch out into the showroom with items. In 90 days I expect to add 5000 to the parts bottom line and the larger goal is to be at 20-30k by Christmas.

Not only will this increase revenue in the parts department but it will effect our brand and dealership awareness.

Thanks!