

October 22, 2021

Lauderdale BMW of Pembroke Pines-Ser. Mgr. Mark Nichols

Note: Our GM elected not to move forward with SWOT.

Synopsis

- Our **CP effective labor** rate should not fall below \$190.00.
 - We need to do a better job with dispatching "C" work to lower wage technicians. We identified that in many instances "master technicians" were performing "C" work, which decreases our **GP%**.
 - As a luxury brand, we need to be at 3.0 cp **hrs/per/RO** or higher.
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Goals:

- Increase **CP ELR** from \$179.00 to **\$190.00** by 12/31/21
- Increase combined **GP%** from 84.78% to **86%** by 12/31/21
- Increase **CP HRS/RO** from 2.6 to **3.0** by 12/31/21

Benefits:

Our dealer's vision is to always maximize profits wherever possible while remaining ethical. By achieving the above stated goals will help the centers overall profitability.

By achieving the above stated goals will increase the centers monthly profit as follows:

- **ELR** goal met=**\$15,120** per month
- **TOT.GP%** CP, WTY, INT goal met=**\$145,685**
- **CP HRS/RO** goal met= **384** additional hours

Action plan:

- Service manager will run weekly reports in Accessa to identify where each advisor stands in CP ELR, and CP HRS/RO.
- Shop foreman will review how effective the dispatching was and counsel with team leaders on performance.

Accessa reports:

- Service Advisor & Team
- RO audit

Advisors who are performing the lowest will be put on a 90-day action plan to hold them accountable for achieving the desired results.