

Specific- I will start stocking items in my boutique based off the Jeep lifestyle instead of branded clothing and hats. I will keep wheels and vehicle accessories the same but add to it outdoor apparel and equipment such as Yeti, Carhartt and other brands that embrace the outdoor lifestyle.

Measurable- The benefits of making this change will be an increase in profits and getting the dealership marketed where it otherwise wouldn't be such as on a list of retailers. The consequences of not doing this are not increasing my profit.

Attainable- One problem I will encounter is having a lot of money tied up in boutique items until people realize I am selling them. Another problem will be that I need to add another employee to help run the boutique as the two I have there now double as wholesale parts salespeople.

Relevant- The first couple of steps I will take is finding out what retailers I can get hooked up with. Then order the items and see what sells. The boutique salespeople can help set up displays and keep the items neat.

Time Bound- I will start now