

Action plan for achieving objective		<b>Feb.</b>	<b>March</b>	<b>April</b>	<b>May</b>	<b>June</b>
<b>What is the area of focus?</b>		<b>Aug.</b>	<b>Sept.</b>	<b>Oct.</b>	<b>Nov.</b>	<b>Dec.</b>

**Total Gross profit through out the Dealership. Increase gross profit by \$2,270,434**

**New Car Department**

Increase units from 628 to 800 at 1800 front end gross. Generating an additional 359,881 in GP. Develop sales manager skills and competencies to manage the sales performance, manage the sales pipeline, coach and develop the sales team, and lead the team. Increase the new sales department volume