

Departmental Action Plan

Student Name: **Paul C. Snedic**

Class & Student Number: **AA01 Asbury Automotive**

Academy Week: **12-4-17**

Current situation or challenge you want to address: I would like to change the way we price our cars online. We need to adjust how we determine our price to market and stop shooting from the hip.

Overall Objective and Specific Desired Results: We need to look at the cars day supply, cost to market and the overall supply and demand when determining its ACV. Acquiring our investment at the right price will afford us the opportunity to price it to market from day one improving our inventory turn rate and increasing our profits.

Describe your action plan in detail (be specific and include before and after measurements). We shut down AAX and signed up with V-Auto. Asbury has provided us with a bracket system that makes us price the car according to its age and market day supply. We are adjusting our brackets each morning paying special attention to our price and V rank as well as our price % to market.

Timeline: Describe specific short term and long term checkpoints to monitor progress. Our progress will be measure on volume and profit increases. We are attempting to increase Pre-Owned volume a minimum of 10% over previous year while maintaining our current PVR.

Meeting with Stakeholders (dealership personnel)

Describe what behavior change is needed to support desired goal. Address required coaching, training and/or consequences. Include timelines / Accountability / Monitoring process

- a. **Who:** Sales Managers
- b. **What:** need to acquire and market cars accordingly.
- c. **By When:** starting in January, 2018. Measured Monthly.
- d. **How:** V-Auto

Dealer agreement:

If you need your sponsors support or approval to implement your plan, have it signed off before you start. If you can proceed on your own, present this action plan to your sponsor before next class. Describe the meeting:
