

Departmental Action Plan

Student Name: Scott Burkart

Class & Student Number: N327-11

Academy Week: 4

Current situation or challenge you want to address:

1. **Competitive market pricing from day 1.**
2. **Turn time to front line.**

Overall Objective and Specific Desired Results:

1. We are very aggressive with our “Market base pricing” and it at time leaves very little markup on just arrived inventory and makes it harder to move units that are starting to age.
2. We are currently running well over the 3-4 days to front line we were targeting.

Describe your action plan in detail (be specific and include before and after measurements)

1. Be close to market price but establish a minimum markup amount for the first 20 days in inventory.
2. We use off site outside vendors for the detail portion of the process because we lack a true detail area. This causes a logistical issue and slows the process. We are going to discuss converting an old mechanical shop we lease across the street into a detail shop and hire our own detail employees to be managed by our service manager.

Timeline: Describe specific short term and long term checkpoints to monitor progress

1. We are targeting the first week of February to finalize our pricing strategy. I would implement immediately.
2. Discussions on the detail area will begin at our meeting Wednesday February 7th.

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

1. Pricing
 - a. Who: Tim Mclean, Scott Burkart and Luke Bergey.
 - b. What: Ensure stating prices and price changes are completed per guide.
 - c. By When: First week of February.
 - d. How: Incorporate into Tim's current process.
2. Turn time / Detail area
 - a. Who: Scott Burkart, Luke Bergey and John Thompson, Tim Mclean, William Lauer and Corporate maintenance department.
 - b. What: Come to an agreement on needs and investment.
 - c. By when: 2st week of February 2018.
 - d. How: Put action plan together to arrive at a consensus on moving the project forward.

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:

Luke and I both feel that increased focus on our starting pricing will help us to increase gross and ~~keep our inventory pricing strategy on track. Moving forward with an in-house detail~~ department will increase service gross and allow us to move units through to retail ready faster and more efficiently.