



## HOMEWORK ACTION PLAN

S SPECIFIC   
 M MEASURABLE   
 A ACHIEVABLE   
 R RELEVANT   
 T TIME-BOUND

Name Fred Fowler Class # 389

Dealership VW KIA of Billings Date 5/26/2022

Current Situation or Challenge to be Addressed:	Inventory turn is below OEM standards. We're currently not DSI compliant with Volkswagen.		
Current Performance Level (include specific measure):	DSI is currently sitting @ -26% our Gross unit loss is currently 45 units through April 2022.		
Goal (what do you want to achieve?)	To be DSI compliant by year end.		
Goal Performance Level (include specific measure)	By 12/31/2022 DSI score of 100%. To achieve this we'll need to sell an average of 20 new units a month through the rest of the year.		
Goal Start Date:	6/1/2022	Goal End Date:	12/31/2022
First Check-in Date:	6/30/2022	Performance Objective:	143 Units YTD
Second Check-in Date:	8/31/2022	Performance Objective:	183 Units YTD
Third Check-in Date:	10/31/2022	Performance Objective:	223 Units YTD
Fourth Check-in Date:	12/31/2022	Performance Objective:	263 Units YTD
How does your goal align with the dealers' vision?	Our vision is to be the number one automotive retailer in yellowstone county. To do this we need more units in service. DSI score is a good yard stick fro this vision.		
What are the potential benefits of achieving your goal?	Potential benefits are increased incremental allocation, and increased F&I income/service income.		
What are the potential consequences if you don't achieve your goal?	Potential consequences will be incremental decrease in allocation resulting in is having to over pay aftermarket brokers for new inventory, shrinking our gross profit more than simply turning the inventory for less.		
Why is the goal important to you?	Our goal is important to us because we need to be compliant with our Manufacturer if we're goingto be able to grow and acquire more stores.		

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Potential Obstacles	There are only two VW models our market wants, one of which is the ID.4 and is reservation only & 6-8 months wait time. The other is the Atlas. Getting enough inventory by year end will require going through brokers wrather than the OEM
Potential Solutions	Expenses will be need to be cut to compensate for the decrease in gross profit.
BOTTOM LINE! Financial Impact of Achieving Your Goal (expressed in dollars)	We will likely not see an increase in Net Profit, but we have the peotential to keep the same Net Profit YOY, while also remaining DSI compliant. Opening us up to the availability of acquiring another store.

What specific actions or steps will you take to accomplish your goal? What will you do differently or improve? For each, be sure to include necessary resources, who is accountable, the measurable result, and dates.

SPECIFIC ACTION/STEP	NECESSARY RESOURCE(S)	ACCOUNTABLE PERSON(S)	EXPECTED RESULT	START, END, & CHECKPOINT DATES
Ordering reservation only models (ID.4)	VWhub Access	Mike Salsman	2 reservations a month.	06/01/2022 - 12/31/2022
Order OEM allocation units	VWhub Access	Fed Fowler	15 units a month	06/01/2022 - 12/31/2022
Purchase Atlas's & Cross Sports aftermarket	Dealer Trade Network access	Fred Fowler	10 units a month	06/01/2022
Weekly VW sales meeting	NA	Fred Fowler	Discuss odlest VW units and possible discounting.	Weekly Friday Meeting.
Expense review	Expense Reports	Controller/GM/Exec. Manager	Off setting loss in Gros profit w/ expense reduction.	06/30/2022
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As you work toward your goal, it's important to have interim check points with specific, measurable objectives so your team can hold themselves accountable. If everyone knows the goal and objectives, you don't have to spend your valuable time micromanaging.

Once you've accomplished your goal, added or adjusted policies, procedures, and behaviors, now what? How will you ensure you and your staff do not fall back into the previous habits that produced poor results? Be specific.

For the longest time Profit was the only priority of our group, because we were to cash poor. Now that we have oxygen we can now persue new goals. Profit will always be a pritory, but now we can start priortizing unit count as well. Weekly management meetings will focus more heavily on new unit count and less on overall Gross profit.

Describe any planning or implementation meetings conducted as part of development of your plan.

Planing meeting prior to June 1st were mostly inventory aquisition and expense budgeting.

Sponsor Signature: \_\_\_\_\_