



## HOMEWORK ACTION PLAN

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

Name <u>Danielle Vansky</u>	Class #	<u>N399</u>
Dealership <u>Buckeye Nissan, Inc</u>	Date	<u>9/29/2022</u>

Current Situation or Challenge to be Addressed:	Reduce overall expenses, specifically N&U advertising for this action plan.		
Current Performance Level (include specific measure):	We are currently at a combined 9.71% of gross		
Goal (what do you want to achieve?):	My realistic goal is to get down to at least 5.5% by December 31, 2022, which would be BOC Nissan.		
Goal Performance Level (include specific measure)	I'd like to see our % to gross continuously drop by 1% each month.		
Goal Start Date:	9/15/2022	Goal End Date:	12/31/2022
First Check-in Date:	10/5/2022	Performance Objective:	% of gross to be at 8.5%
Second Check-in Date:	11/7/2022	Performance Objective:	% of gross to be at 7.5%
Third Check-in Date:	12/7/2022	Performance Objective:	% of gross to be at 6.5%
Fourth Check-in Date:	1/5/2023	Performance Objective:	% of gross to be at 5.5%
How does your goal align with the dealers' vision?	Our vision revolves around providing the best automotive value & experience while maintaining the highest standards. We want to exceed expectations of our customers & regional Nissan North America team. If we can reduce our expenses to become the Best of Class, but still cater to our customers needs via marketing, we can align with our vision.		
What are the potential benefits of achieving your goal?	More net profit on the bottom line and experience what it's like to be part of the best of class. Also, the market is changing, we need to reduce costs as much as we can to maintain a profit.		
What are the potential consequences if you don't achieve your	Higher expenses = potential front page loss		

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goal?	
Why is the goal important to you?	I like my job, and I want my company to succeed. I am also the assistant controller, so if I don't help manage our controllable expenses, am I really doing my job?
Potential Obstacles	Push back from team leaders about needing/wanting a particular service. We may also see contracts come up that we won't be able to get out of within our goal timeline.
Potential Solutions	CEO could tell the leaders "tough luck"...If we run in to any contracts, we can type up a letter ending our services when we hit full term so we don't forget down the road.
<b>BOTTOM LINE!</b> Financial Impact of Achieving Your Goal (expressed in dollars)	When looking at August numbers, if we were at 5.5% of gross, we could have had an additional \$16,871 bottom line. Our goal would be to add an addition 4.21% to the bottom line after reducing our expenses by year end.

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
Create spreadsheet with variable expense accounts, with focus on ADV for now	Financial statement	Myself and Controller	Completed spreadsheet with account numbers to hand off to AP	Start: 10/1 End: 10/10 Check progress on 10/5
Ap Clerks to fill out spreadsheet with all bills bills and POs that get posted to the ADV accounts dated 10/1 and forward	AP Clerks and incoming bills	AP Clerks	Snapshot of all ADV vendors and cost. This will tell us how many we use and if we have vendors who do the same work	Start: 10/10 (maybe earlier) End: 12/31 Check progress weekly to ensure they are filling out the spreadsheet
Review snapshot of ADV expenses	Spreadsheet of expenses	Myself & Controller	Can begin looking at what we can	Start 10/11 and continue to

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			reduce	monitor as the spreadsheet is filled out  End: 12/31 Check progress at end of each month for anything new or look for 1 time companies
Make Recommendations to CEO on reductions	Spreadsheet of expenses	Myself, Controller & CEO	Selections of vendors we don't necessarily need or vendors who can provide the same services	Start after Sept statement is completed:  Continue to do for each statement until year end.
Calculate % of gross for N&U	Financial statement or Composite	Myself & Controller	Reduction in expenses by 1% each month	Calculate after each statement is completed
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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.

I will recommend that we continue to use the spreadsheet each month that has a break down of vendor and cost and at the end of each month, review the "one time expenses" and confirm why we needed them. This can also help us negotiate with any current vendors we have to help reduce our expenses. I work on 4 stores, so if we can get them all using the same vendors, we

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can be more prepared for a larger overall reduction.

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

On 9/15 myself, the controller and the CEO sat down to come up with this spreadsheet idea to reduce overall expenses; with a focus on advertising. After the spreadsheet is created, we will then sit down with our accounts payable team and explain what needs to happen. Each month, I will meet again with the controller and CEO to evaluate the data.

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