

SERVICE DEPARTMENT ANALYSIS FOR BILL PENNEY CDJR

DANNY YOUNGBLOOD CLASS N404

STRENGTHS

- 1.HAVE REALLY SOLID EMPLOYEES THAT WANT TO BE APART OF SOMETHING BIGGER.
- 2.AMAZING TEAMWORK NO DRAMA
3. VERY CLEAN SHOP WITH GROUP EFFORT
- 4.NOT MANY COMEBACKS
- 5.GREAT LEADERSHIP FROM SENIOR TECHS
6. PLENTY OF WORK IN PROCESS AND WORK WAITING

WEAKNESSES

- 1.LACK OF SHOP SPACE
- 2.NOT ENOUGH CERTIFIED TECHS
- 3.NEED MORE SPACE AND LIFTS
- 4.OLD FACILITIES
- 5.HIRING MORE TALENT
- 6.STABILITY OF ASMS AND PARTS HELP
- 7.CONSTANT CHANGE IN EMPLOYEES
- 8.URGENCY TO GET JOBS COMPLETED FASTER
- 9.LACK OF WORKING PAST THE BELL TO GET WORK OUT
- 10.SERVICE HOURS DO NOT MIRROR SALES DEPARTMENT

OPPORTUNITIES

- 1.ADVANCEMENT FOR TECHS TO GROW AND BECOME BETTER TRAINERS AND LEADERS
- 2.LOTS OF GROWTH POTENTIAL FROM OUTSIDE INDEPENDENT DEALERS BUSINESSES THAT DON'T USE US FOR SERVICE
- 3.BECOMING AN BUSINESS LINK DEALER
- 4.BETTER CSI
- 5.MORE TEAM LEADERS WITH WITH BETTER TEAMS
- 6.DISPLAY COMPETITIVE PRICING FROM NON FRANCHISE DEALERS
- 7.DO MORE COMMERCIAL WORK
- 8.VIDEOS ON EVERY TICKET MPIS

THREATS

- 1.LOTS OF MOM POP SMALL SHOPS THAT DO CHEAP POOR QUALITY SERVICE
- 2.NOT ENOUGH VISION FROM TECHS TO SEE THE PICTURE OF GROWTH IN A SMALL TOWN
- 3.ATTRACTING NEW TECHS TO MOVE TO SMALL TOWN WITH SMALL SHOP
- 4.LOSING BUSINESS FROM TAKING TO LONG TO GET CUSTOMER VEHICLES IN TIMELY MANNER
- 5.NEED TENURE ASMS TO BUILD REPORE WITH CUSTOMERS TO MUCH CHANGE AND TURNOVER AT THE COUNTER OR DESK
- 6.TOO MUCH TIME ON EXPRESS SERVICE

OBJECTIVES

1.IMPROVE TECH PRODUCTIVITY

2.MORE MENU PRESENTATIONS AND VIDEOS FROM TECHS TO HELP UPSELL SERVICE WORK

3.HIRE MORE TECHS TO ADD ON TO THE SHOP

4.EXPAND THE SHOP WITH A LARGER NEW FACILITY

STRATEGIES

- 1.ADD TO THE SHOP BETTER FACILITY TO ATTRACT MORE CUSTOMERS AND MORE TECHS
- 2.USE MOBILE SEVICE VAN MORE FOR CUSTOMERS THAT CANT MAKE OUR HOURS OF OPERATION
- 3.HAVE A BETTER FUNCTIONING EXPRESS SERVICE FACILTY
- 4.MORE TRAINING AND MEETINS MANAGERS AND TECHS TO GROW THE TEAM
- 5.ELIMINATE AND VEHICLES IN THE SHOP WITHOUT OPEN TICKETS
- 6.NO DISCOUNTING FROM ASMS OR COUNTER PERSONEL WITHOUT MANAGER AUTHORIZATION AND A COPY GIVING TO THE GM

TACTICS

- 1.COMMUNICATE WITH THE TECHS ABOUT THE STATUS OF NEW SHOP BEING BUILT
- 2.ADD BONUSES FOR TECHS TO BRING IN TECH TALENT HIRES
- 3.HAVE A TECH OF THE WEEK BONUS FOR WHO TURNS THE MOST HOURS AND GOES ABOVE AND BEYOND TO HELP THE SHOP
- 4.HAVE WEEKLY MEETINGS WITH PARTS AND SERVICE CELEBRATE THE WINS WITH THE SHOP WHEN THEY HIT WEEKLY HOURS GOAL
- 5.START OPENING HALFDAY ON SATURDAYS TO GET CAUGHT UP ON OPEN ROS AND DRIVE MORE MAINTENANCE BUSINESS

ACTION PLAN

| TASK | ROLE | COMPLETION DATE |
|--------------------------------|---------------------|------------------------|
| 1.NO DISCOUNTING | SERVICE DIRECTOR | IMMEDIATLEY/JAN 1 2023 |
| 2.EXTEND HOURS | GM/SERVICE DIRECTOR | JAN 1 2023 |
| 3.NEW SHOP COMPLETED | GM/OWNER | BY JUNE 1 2023 |
| 4.TECH REFERRAL PGM | SERVICE DIRECTOR | JAN 1 2023 |
| 5.EXTENSIVE TRAINING | SERVICE MANAGER | JAN 1 2023 |
| 6.ADDED STAFF TO PARTS | PARTS MANAGER | DEC 15 2022 |
| 7.ADD PARTS DRIVER | PARTS MANAGER | DEC 15 2022 |
| 8.INSTALL EXPRESS | SERVICE DIRECTOR | MAR 1 2023 |
| 9.INSTALL MONITORS IN SHOP | SERVICE DIRECTOR | DEC 15 2022 |
| 10. WEEKLY SERVICE MEETINGS | GM | ASAP DEC 5 2022 |
| 11.WEEKLY PARTS MEETINGS | GM | ASAP DEC 5 2022 |
| 12. EMPLOYEE BONUSES GOALS MET | GM | JAN 1 2023 |

SYNOPSIS

IT IS APPARENT THAT THE LACK OF SPACE ONLY HAVING 5 LIFTS AND NOT BEING OPEN ON SATURDAYS IS HURTING OUR GROWTH POTENTIAL, AND THE ABILITY TO HIRE MORE TECHS. THERE NEEDS TO BE CONTINUED TRAINING AND COMMUNICATION BETWEEN THE MANAGERS AND THE TECHS ABOUT THE GOALS WE ARE ACCOMPLISHING AND WHAT WE ARE DOING TO GIVE THEM MORE OPPORTUNITIES.

I AM GOING TO OPEN FROM 730 TO 130 ON SATURDAYS AFTER THE FIRST OF THE YEAR AND ONCE NEW SHOP IS COMPLETE BY JUNE 1 2023 EXTEND THOSE HOURS TO 530 ON SATURDAYS, IT IS ALSO MY GOAL THAT ONCE THE NEW SHOP IS COMPLETE WITH 16BAYS THAT BY THE END OF NEXT YEAR I SHOULD BE ABLE MIRROR SALES HOURS TO 730 MON THRU SATURDAY, THIS WILL INCREASE ROS AND HOURS AND GROW THE SHOP VERY QUICKLY.

OUR FOCUS WITH THE MANAGERS AND THE TECHS IS CONTINUE TREATING OUR CUSTOMERS GREAT AND GET THEIR VEHICLES FIXED MORE EFFICIENTLY, THE INCREASED HOURS AND STAFF ALONG WITH THE ADDED HELP IN PARTS WILL HAVE AN IMMEDIATE IMPACT ON OUR BUSINESS AND FUTURE.

I ALREADY HAVE 2 AMAZING PARTS EMPLOYEES HIRE WITH YEARS OF EXPERIENCE AND A PARTS DRIVE TO HELP GET US PARTS AND DELIVERIES EVEN FASTER, ALONG WITH A NEW ASM THAT IS GOING THRU EXTENSIVE TRAINING TO MAKE SURE HE SEES THE VISION AND CAN DO HIS JOB THE WAY WE WANT IT DONE.

I AM EXTREMELY EXCITED ABOUT THE NEW SHOP AND ALL OF THE TECHS ARE ALREADY REFERRING AND HELPING US GET NEW BETTER TECHS TRAINED AND HIRED WITH THE BONUS REFERRAL PROGRAM I AM PUTTING IN PLACE.

I TRULY BELIEVE THAT WITH THE GUIDANCE AND KNOWLEDGE THAT I HAVE LEARNED THRU MY OWN TRAINING WITH NADA THAT I CAN INCREASE PRODUCTIVITY, HOURS, MORAL AND CSI TO TAKE THIS STORE TO THE NEXT LEVEL AND CONTINUE TO ATTRACT NOT ONLY MORE EMPLOYEES BUT MORE CUSTOMERS THAT CAN SEE AND FEEL OUR POSITIVE ENERGY AS WELL AS OUR POSITIVE GROWTH IN THE COMMUNITY.