



HOMEWORK ACTION PLAN

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

Name <u>Nayel Ashkar</u>	Class #	<u>NADA-400</u>
Dealership <u>Maguire CDJR Syracuse</u>	Date	<u>11/1/2022</u>

Current Situation or Challenge to be Addressed:	USED CAR TURN RATE		
Current Performance Level (include specific measure):	Currently at 90 days		
Goal (what do you want to achieve?)	Have a VISION from day #1-Goal would be to have a hard turn at 60 days to start		
Goal Performance Level (include specific measure)	Improve GROI		
Goal Start Date:	12/1/2022	Goal End Date:	3/1/2023
First Check-in Date:	12/22/2022	Performance Objective:	Cost to market %
Second Check-in Date:	1/12/2023	Performance Objective:	Review inventory/trades/wholesale
Third Check-in Date:	2/2/2023	Performance Objective:	Trending towards under 60 day turn
Fourth Check-in Date:	3/1/2023	Performance Objective:	Inventory to be 45-60 days
How does your goal align with the dealers' vision?	We have the same vision, Dealer wants to be at a 60 day turn		
What are the potential benefits of achieving your goal?	Better gross profit, lower floorplan		
What are the potential consequences if you don't achieve your goal?	higher losses \$\$\$, aged inventory		

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Why is the goal important to you?	Net profit, better inventory, more potential clients
Potential Obstacles	Not having a vision from day 1, managers not staying disciplined on goal Appraising of vehicles Reconditioning time
Potential Solutions	Have all managers on the same page, weekly meetings discussing inventory, using V-auto tool for pricing, pictures are current
BOTTOM LINE! Financial Impact of Achieving Your Goal (expressed in dollars)	Higher profitability PVR + \$3,500

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
Investment minded approach-exit strategy	v-auto	Used car mgr GSM GM	Have a strategy from the beginning	12/1-3/31
Use google doc shared between depts	Google doc	Used car mgr GSM SERVICE MGR RECON MGR	Process is moving smoothly	12/1-3/31
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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.

We will have weekly meetings to monitor with sales magrs and used car manger the process are being followed, by using our V-auto tool watching the buckets and ensuring that we aren't going backwards. With these meetings it would help hold everyone accountable in their day to day duties.

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

We now share a goofle doc with sales/service/recon where from day 1 the vehicle is taken into inventory. On day 1 we have the vision of the vehicle to decide if it makes sense to keep or wholesale and for retail we stat off with "FRESH ARRIVAL" pics and start the process by logging vehicle on doc, pricing, goes to service, comes back to recon and quickly on the front-line. Following this process has worked so far for us and every department is help accountable and tracked.

Sponsor Signature: _____