

Edward Lui | Mar 14, 2023

Goal: As a Vancouver startup, we aim to achieve wholesale parts sales to \$137,424.00 & maintaining GP% at 35% by the end of Q4 2023.

Sales Distribution YTD		
Category	Sales	% Of Total
Repair Order	\$ 35,478	39.52%
Repair Order B.S.	\$ -	0.00%
Counter Retail	\$ 2,096	2.33%
Warranty	\$ 11,587	12.91%
Internal	\$ 19,101	21.28%
Wholesale	\$ 20,365	22.68%
Accessories	\$ 1,147	1.28%
Quick Service	\$ -	0.00%
Total Department (MTD)	\$ 89,773	100.00%

Specific: Increase the dealership's wholesale parts gross to \$137,424.00.

Measurable: Track wholesale parts sales and gross on a weeking basis.

PARTS PERFORMANCE (ALFA)				19	OF	19	DAYS						
GROSS PROFIT	MTD PROFIT \$	MTD PROFIT %	VARIANCE	MTD PROFIT TARGET	BUDGET % TARGET	TARGET PER DAY	TREND	BUDGET	LAST MONTH TOTAL GP	LAST MONTH BUDGET GP			
CPRO	\$6,169.47	34.84	\$2,550.47	\$3,619.00	42.00	\$190.47	\$6,169.47	\$3,619.00	\$7,297.01	\$1,235.74			
WARRANTY	\$3,398.92	40.00	\$2,319.92	\$1,079.00	26.90	\$56.79	\$3,398.92	\$1,079.00	\$4,228.45	\$781.53			
INTERNAL	\$4,163.82	46.04	\$2,090.82	\$2,073.00	44.80	\$109.11	\$4,163.82	\$2,073.00	\$2,537.38	\$30.10			
RETAIL	\$172.01	46.26	-\$4,527.99	\$4,700.00	39.59	\$247.37	\$172.01	\$4,700.00	\$1,333.68	\$17,443.89			
WHOLESALE	\$4,960.23	35.96	\$2,660.23	\$2,300.00	20.08	\$121.05	\$4,960.23	\$2,300.00					
B & A	\$272.20	26.01	\$271.70	\$0.50	50.00	\$0.09	\$272.20	\$0.50					
TIRES	\$491.08	23.08	-\$2,008.92	\$2,500.00	35.91	\$131.58	\$491.08	\$2,500.00					
TOTAL	\$19,627.73	37.32	\$3,356.23	\$16,271.50	34.23	\$856.39	\$19,627.73	\$16,271.50					

SALES	MTD SALE	VARIANCE	MTD SALE TARGET	TARGET PER DAY	TREND	BUDGET	LAST MONTH TOTAL SALES	LAST MONTH BUDGET SALES
CPRO	\$17,708.37	\$9,092.37	\$8,616.00	\$453.47	\$17,708.37	\$8,616.00	\$17,769.15	\$3,089.35
WARRANTY	\$8,497.31	\$4,486.31	\$4,011.00	\$211.11	\$8,497.31	\$4,011.00	\$10,057.77	\$1,725.14
INTERNAL	\$9,043.48	\$4,416.48	\$4,627.00	\$243.53	\$9,043.48	\$4,627.00	\$6,569.93	\$1,000.30
RETAIL	\$371.80	-\$11,499.20	\$11,871.00	\$624.79	\$371.80	\$11,871.00	\$6,770.88	\$46,082.52
WHOLESALE	\$13,794.61	\$2,342.61	\$11,452.00	\$602.74	\$13,794.61	\$11,452.00		
B & A	\$1,046.39	\$1,045.39	\$1.00	\$0.05	\$1,046.39	\$1.00		
TIRES	\$2,128.04	-\$4,833.96	\$6,962.00	\$366.42	\$2,128.04	\$6,962.00		
TOTAL	\$52,590.00	\$11,762.46	\$47,540.00	\$2,502.11	\$52,590.00	\$47,540.00		

OUTSTANDING WIP	TOTAL SALE	TOTAL GROSS	PARTS TO LABOUR RATIO	TOTAL OPEN RO
SERVICE WIP(RO, WARR, INT)	\$19,487.88	\$7,838.81	1.02	42

INVENTORY	TOTAL \$	%
Total Inventory	\$88,088.33	
MNS 12 and over	\$0.00	0.00
LAST DAY		MTD
RO FILL RATE (Must be at 86%)	87	87.00

INVENTORY REDUCERS	
PARTS	\$33,532.76
LABOUR	\$32,953.58
	1.02

Attainable: Acquire more bodyshops for parts department and do frequent shop visits.

Relevant: Maintaining wholesale parts gross % will secure overall profitability.

Time Bound: Achieve the goal by the end of Q4 2023.

Action Plan:

1. Develop a comprehensive marketing plan for wholesale parts sales, including online advertising and social media promotion. (partner up with local car clubs, promotions, online web parts etc..)
2. Train the wholesale parts advisors and delivery drivers on effective sales techniques and customer service. (How to close a deal, ask for the sale, being considerate and friendly)
3. Set monthly sales and gross as a percent of sales targets, and track progress towards the goal.
4. Review the performance of the wholesale sales with parts advisor weekly and provide feedback as needed.
5. Regular shop visits to improve communications with customers to build strong relationships and encourage repeat business.
6. Evaluate and adjust the action plan as needed.