

## ACTION PLAN 2

At Clawson Honda of Fresno our action plan was to increase GP% for all of our wholesale customers. We notified each customer of the increase in prices but also offered no restock fees if the amount of returns is kept below a certain percentage. I believe the increase in gross profit is definitely going to help our overall numbers for the year and by us using all of our CCC rebate money will also help us with overall GP percentages. I'm pretty sure that by having no restock fees our customers will take more effective measures on their parts personnel and make sure they are more cautious while ordering parts. Lucky for us at Clawson we have established very good customer relation with all of our customers. Most of our customers were ok with the slight increase in prices because they love our great customer service and business skills. We have a great wholesale representative and wholesale supervisor. Our wholesale representative frequently visits our customers and receives any feedback our customers have to offer. My parts manager is an awesome guy who has trained us according to corporate guidelines and has great customer service skills, he molded each and every one of us to the best of his ability. By him knowing every one's strengths and weaknesses he has created the Clawson structure that will benefit our customers for many more years to come.