

ACTION PLAN

FRONT COUNTER/WAREHOUSE SPACE

I would really like to have my Parts Manager try and convince our GM to help us remodel our front counter and help us expand our space for more inventory in our back room. Currently we have a decent amount of space for our inventory but our customer orders can be a bit large due to not having enough storage space. This improvement I believe can help us carry more product and increase our monthly supply. We have a large amount of wholesale customers to provide for, so having more storage space to stock more sheet metal parts such as hoods, fenders, quarter panels, etc. By doing so, we can actually deliver more parts the same day, rather than having our customers rely on our next day shipping that they have been accustomed to. Just as we mentioned in class, same day delivery is awesome and convenient and if we have it in stock, it increases sales because its available! I believe that if we could expand our warehouse it will not only benefit the wholesale customers but can help all of our customers as well. We can then have a better FTFR and help with our BSL. Another benefit for our dealership is that we can now keep some of our warranty parts away from the natural elements from the outside. We don't have any room to store warranty engines, transmissions, cylinder heads, and other large warranty parts. I believe this will help with any potential problems with random people thinking that the parts are trash. The last thing we need is to be debited for parts we can't return because someone took them after hours. With that being said, let's talk about remodeling our front counter. I really think that we should allow more counter people to take care of our customers. We currently only have one counter person who assist all counter customers. By us only having one person to help all the front counter customers, this can sometimes create long wait times for the remaining customers that need our service with purchasing and picking up existing orders, and who loves waiting so long to get helped? I know I can sometimes get impatient with long wait times. By expanding and remodeling our front counter we can have more eye appealing merchandise that can help improve counter ticket sales. I also think it can help with potential theft problems as well due to having some products sitting on the service area that isn't locked up after hours. In conclusion, bigger warehouse space equals more inventory, more inventory is more abilities to make sales, and a well-designed front counter will be more appealing and more efficient for our customers and employees to make sales. I will definitely try and persuade my Parts Manager to discuss this well thought out plan I have of trying to increase inventory and counter sales.