

# Lexus Downtown

## Parts Accessories Action Plan

We have realized from our financial statements that our parts accessories are not performing to its full capacity. We are in actuality underperforming compared to e-composites from Lexus. We have had multiple manager meetings to understand and see where we can improve and maximize our profit in parts accessories. We came to the conclusion that in order to improve our parts accessories by 30% by the end of the year (10% every quarter); our sales department will need to have \$250 worth of accessories on every new car in the showroom. We have to promote the accessories after the sales process. Our parts manager will also create a wall of accessories which will be visible to everyone in the showroom. This will result in our sales consultants and customers being able to view the parts accessories during the sales process and will help us to achieve our 10% quarter goals.

**Specific:** Our goal is to improve accessories sales.

**Measurable:** The department can go through the numbers based on the financial statements on a monthly and quarterly basis.

**Achievable:** The department has specific strategies in place to achieve the gross profit increase and has a specific timeline for doing so.

**Relevant:** Overall objective is to increase accessories sales.

**Timebound:** Has a specific timeline for increasing accessories sales.