

NADA Class 415 Parts SMART action plan Improving Net Profit Percentage

Zac Bell

Eastern Shore Toyota

The action plan to Improve YTD net profit from 15.31% to 20% by 7/31/23 by eliminating the ability to provide discounts from all service and parts personnel outside of the service or parts managers. This can be controlled by removing the ability in the DMS and by controlling the discounting of parts we can improve our gross to get the net profitability in line with guide. This can will be monitored weekly to ensure the discounts are reduced.