

# SMART W/S ACTION PLAN – ACURA

We will reconfigure our pricing structure for our wholesale accounts as it has not been adjusted or modified for several years. We will have a new pricing structure in place by August 1<sup>st</sup>.

The benefits of this for one will be to be competitive within our market but also to not be priced so low that we are making marginal markup as we have not raised anything in quite some time. This will also ensure that those who are maybe not our “best” clients are not getting the same aggressive pricing that someone who is one of our regulars is getting.

The obstacles I see are only that slim chance that someone leaves but we are the only Acura dealer within a 50-mile radius, so I think that is a low-risk obstacle.

The first steps are to get all our vendors charted out and see what they are paying and get some stats as far as total spend per month, if they are in good standing, do they return a lot etc.

Next would be to decide on the profit margin that we are looking to get and make sure that we are using the correct equation from the class to get that margin.

After that we then need to recognize who are the best clients and how can we find a reward system to lock them in for being highly valued