

# WILDLY IMPORTANT GOAL

(WIG)

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**Problem / Focus:** Aged Used car inventory

18 Units over 90 days

\$732,524 of Frozen Capital

**Goal:** Clear out all "Over 90" inventory

**Time Line:** This should be completed by August 1, 2018

**How:** **1.** We will accomplish this by lowering the price to a wholesale price. This will allow us the opportunity to retail these units and maybe some F&I profit. **2.** During this time I along side the pre-owned manager will begin wholesaling these units.

**Why:** This problem with frozen capital is causing us to not be able to turn our inventory at the rate that it should be which is holding us back from making as much profit as possible. We are turning it only 8 times per year. This needs to be improved to 10 and then ultimately 12 times per year.