



HOMEWORK ACTION PLAN

S SPECIFIC
 M MEASURABLE
 A ACHIEVABLE
 R RELEVANT
 T TIME-BOUND

Name	CHRIS LIU	Class	#	PAG16
Dealership	UNITED BMW	Date		9/8/2023

Current Situation or Challenge to be Addressed:	Extremely low inventory , due to new car shortage and market volatility		
Current Performance Level (include specific measure):	Current used car inventory 220		
Goal (what do you want to achieve?)	Back to pre Covid		
Goal Performance Level (include specific measure)	Carrying 280 inventory and maintaining 14 turns, and 3000 pvr		
Goal Start Date:	9/1/2023	Goal End Date:	11/30/2023
First Check-in Date:	9/30/2023	Performance Objective:	Increase inventory to 230
Second Check-in Date:	10/31/2023	Performance Objective:	Increase inventory to 250
Third Check-in Date:	11/30/2023	Performance Objective:	Increase inventory to 280
Fourth Check-in Date:	Use Dropdown to enter a date.	Performance Objective:	Click or tap here to enter text.
How does your goal align with the dealers' vision?	With entering Q4 , we would nee inventory to fill the store's sales goal , sales target , internal works.		
What are the potential benefits of achieving your goal?	Increase internal service gross profit , increase stores gross profit , increase sales people's pay check, creating happy employees		
What are the potential consequences if you don't achieve your goal?	We will not have a good decemeber like we anticipated.		
Why is the goal	I would like to see the store grow and my people happy.		

HOMEWORK ACTION PLAN

S SPECIFIC
 M MEASURABLE
 A ACHIEVABLE
 R RELEVANT
 T TIME-BOUND

important to you?	
Potential Obstacles	Inventory shortage is across the country , tradition auction has been crowded with buyers and inventory qualities are low and prce is high.
Potential Solutions	Be more creative in acquring inventory , explore options like autotrader , service lane, swap alease , local dealers.
BOTTOM LINE! Financial Impact of Achieving Your Goal (expressed in dollars)	At an average 3300 used PVR , it will generate additional \$198,000 Gross profit for the sales department , and additional \$108,000 for internal departement every month. That's additional \$3,672,000 gross profit for the store every year.

What specific actions or steps will you take to accomplish your goal? What will you do differently or improve? For each, be sure to include necessary resources, who is accountable, the measurable result, and dates.

SPECIFIC ACTION/STEP	NECESSARY RESOURCE(S)	ACCOUNTABLE PERSON(S)	EXPECTED RESULT	START, END, & CHECKPOINT DATES
Creating a bonus structure for sales people	PAY PLAN INCENTIVE	GM	APPROVED BONUS SPIFF	09/01/2023
Mining service drive,	Service lane	Vehicle exchange	10 Purchases a month	09/01/2023-09/30/2023
Reach out to other dealers for inventory	Personal relationship	UCM	Estimate relationship with everyone in the area, so we can buy their aged / fresh trades	Countinous process, checking every 2 weeks
Mining Autotrader	Autotrader accounts	Internet manager/ departmetn	Acquire average 5 cars a month	Countinous process, checking every 2 weeks
Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.

HOMEWORK ACTION PLAN

S SPECIFIC
M MEASURABLE
A ACHIEVABLE
R RELEVANT
T TIME-BOUND

SPECIFIC ACTION/STEP	NECESSARY RESOURCE(S)	ACCOUNTABLE PERSON(S)	EXPECTED RESULT	START, END, & CHECKPOINT DATES
Click or tap here to enter text.				
Click or tap here to enter text.				

As you work toward your goal, it’s important to have interim check points with specific, measurable objectives so your team can hold themselves accountable. If everyone knows the goal and objectives, you don’t have to spend your valuable time micromanaging.

Once you’ve accomplished your goal, added or adjusted policies, procedures, and behaviors, now what? How will you ensure you and your staff do not fall back into the previous habits that produced poor results? Be specific.

We created a spiff pay out for the sales staff for each used car they initiated for the store to purchass. With this pay plan , we can maintain the ethutiasm of the direct purchase program.

Describe any planning or implementation meetings conducted as part of development of your plan.

We are planning to have a monthly context for the most direct purchases, and award gifts

Sponsor Signature: _____