LYNNWOOD HONDA PARTS DEPARTMENT ACTION PLAN

Goal: Increase parts & accessories counter retail sales by 25%

Background:

Dreamshop was activated 9/1/2023.
Our MTD Sales Volume is $ 2,325 or an 8.4% increase without any effort or website enhancement.

Action Plan:

Add dedicated Dreamshop link on Lynnwood Honda website directing to the Lynnwood Honda Dreamshop URL (not Honda's corporate URL). To be completed by 9/18/2023. Assigned to Dan Rudd, BDC Manager.

Create a customized email campaign to Lynnwood Honda Sales & Service customers introducing them to the convenience of purchasing parts & accessories via our Dreamshop. To be completed by 9/22/2023. Assigned to Dan Rudd, BDC Manager in coordination with John Goodwin, Parts Manager.

John is currently creating a process for handling incoming Dreamshop orders to ensure a timely and efficient response. Once he's worked the kinks out, he will assign primary responsibility to a designated retail counter person. This should happen by 10/1/2023.

Measurement:

Reports from the Dreamshop sales software will be used in combination with the Lynnwood Honda financial statement to track sales generated using the Dreamshop site.

See attached addendum for target sales increases.

Parts & Access. Gross Profit Report	Jul 23 YTD	Jul 22 YTD	Variance

30	Parts - Counter Retail	Counter Tickets	3,194	3,176	18
31		Sales	$168,596	$162,721	$5,875
32		Sls % Ttl Honda Parts	4.87%	4.69%	0.18%
33		Sales per C.T.	$53	$51	$2
34		Gross Profit	$60,664	$54,002	$6,662
35	(Guide: 35-42%)	GP % of Sales	35.98%	33.19%	2.80%
72	Accessories - Counter Retail	Counter Tickets	125	153	(28)
73		Sales	$24,377	$27,286	($2,909)
74		Sales per C.T.	$195	$178	$17
75		Gross Profit	$8,931	$8,216	$715
76	(Guide: 29-33%)	GP % of Sales	36.64%	30.11%	6.53%
89	**Honda Parts & Access.**	**Counter Tickets**	**3,319**	**3,329**	**(10)**
90		**Sales**	**$192,973**	**$190,007**	**$2,966**
91		**Gross Profit**	**$69,595**	**$62,218**	**$7,377**
92	**(Guide: >= 31%)**	**GP % of Sales**	**36.06%**	**32.75%**	**3.31%**

	Parts & Access. Gross Profit Report		2023 Avg Mo	2022 Avg Mo	Variance
30	Parts - Counter Retail	Counter Tickets	456	454	3
31		Sales	$24,085	$23,246	$839
32		Sls % Ttl Honda Parts	4.87%	4.69%	0.18%
33		Sales per C.T.	$53	$51	$2
34		Gross Profit	$8,666	$7,715	$952
35	(Guide: 35-42%)	GP % of Sales	35.98%	33.19%	2.80%
72	Accessories - Counter Retail	Counter Tickets	18	22	(4)
73		Sales	$3,482	$3,898	($416)
74		Sales per C.T.	$195	$178	$17
75		Gross Profit	$1,276	$1,174	$102
76	(Guide: 29-33%)	GP % of Sales	36.64%	30.11%	6.53%
89	**Honda Parts & Access.**	**Counter Tickets**	**474**	**476**	**(2)**
90		**Sales**	**$27,568**	**$27,144**	**$424**
91		**Gross Profit**	**$9,942**	**$8,888**	**$1,054**
92		**GP % of Sales**	**36.06%**	**32.74%**	**3.32%**

Increase Sales by 25%	**Added Monthly Sales**	**$6,892**	
	Added Monthly GP	**$2,485**	
	Annual Sales Increase		**$82,703**
	Annual GP Increase	**$29,823**	