

First Time Fill Rate

DEALERSHIP NAME	Landers Ford	rst time fill rate			
DATE	RO'S	1st Time	Same Day	Day	Rate %
5/25/2018	1	0	0	1	0.00%
5/29/2018	4	4	4	0	100.00%
5/30/2018	5	1	2	3	20.00%
5/31/2018	9	8	9	0	88.89%
6/1/2018	6	4	5	1	66.67%
6/4/2018	5	3	3	2	60.00%
6/5/2018	6	5	5	1	83.33%
6/6/2018	6	3	3	3	50.00%
6/7/2018	3	1	2	2	33.33%
6/12/2018	9	7	5	2	77.78%
					#VALUE!
					#VALUE!
					#DIV/0!
					#DIV/0!
					#DIV/0!
Totals	54	36	38	15	66.67%

REYNOLDS 2213						
Stocking Status	Inventory		% of Inventory	Guide		
INVESTMENT	Value					
Normal or Active Stock	\$202,948		53.60%	over 70%		
Automatic Phase Out	\$61,567		16.26%	Less than 30%		
Dealer Phase Out	\$3,028		1%	Less than 1%		
Manual Order	\$0		0%	Less than 3%		
Non Stock Part \$'s	\$88,659		23%	Less than 5%		
Non Stock Part #'s*	547		MEMO	Greater than 70% of PN's		
Core Clean	\$14,635		4%	68	148	
Core Dirty	\$6,805		2%	46	57	
Replace by hold RBH	\$1,005		0%	8	NA	21
				NA		
Total Inventory	\$378,648		100%			

REYNOLDS

Activity	Value	% of inven	NADA Guide	Notes
Current	\$113,726	39.77%	75%	this is your current a
1-3 Months	\$89,230	31.20%	included	healthy parts invento
4-6 Months	\$37,077	12.97%	23%	
7-9 Months	\$36,393	12.73%	2%	65% Will likely become
10-12 Months	\$7,675	2.68%	included	85% Will likely become
13-24 Months	\$1,680	0.59%	0%	Technically Obsolete
25+ months	\$185	0.06%	0%	
TOTAL	\$285,966	100.00%		

GOOD
WARNING
DANGER
GREAT
Seldom used
OK....BUT..
OUCH !!!!!!!!!!!
YIKES

nd active			
ry			
	OBSO POSITION MATH DONE BELOW		
obso	.65 TIMES THE 7-9 MONTH VALUE	\$23,655	
obso	.85 TIMES THE 10-12 MONTH VALUE	\$6,524	
	PLUS THE 13-24 MONTH VALUE	\$1,680	
	PLUS THE 25+ VALUE EQUALS	\$185	
	OBSO AS A % OF TOTAL	###	11.21%

CDK Stocking Status		Inventory	% of Inventory	Guide
INVESTMENT		Value		
Normal or Active Stock			#DIV/0!	over 70%
Automatic Phase Out			#DIV/0!	Less than 35%
Dealer Phase Out			#DIV/0!	Less than 1%
Manual Order			#DIV/0!	Less than 3%
Non Stock Part \$'s			#DIV/0!	Less than 5%
Non Stock Part #'s*			MEMO	Greater than 70% of PN's
No Phase Out Not on ADP				NA
Repape by Hold Not on ADP				NA
Clean Core			#DIV/0!	p/n pieces
Dirty Core			#DIV/0!	
Total Inventory		\$0	#DIV/0!	

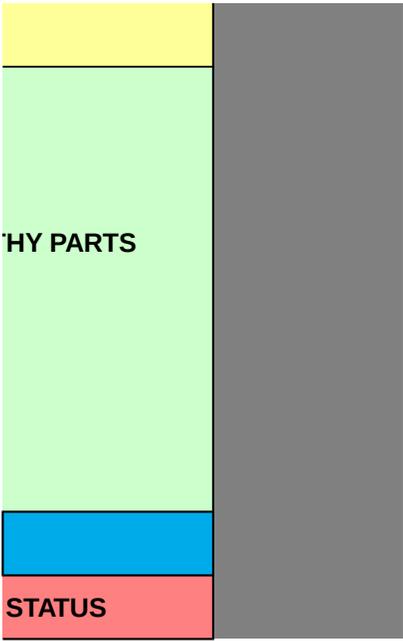
ADP				
Activity	Value \$	% of Invent	%	Notes & Guides
0-3 Months			#DIV/0!	ACTIVE INVENTORY at 75%
4-6 Months			#DIV/0!	ACTIVE INVENTORY at 23%
7-12 Months			#DIV/0!	75% will likely become Obso 2%
Over 12 Months			#DIV/0!	Technical Obsolescence 2% is g
New parts no sales			#DIV/0!	Minimal Amount
Total Inventory	\$0		#DIV/0!	

COLOR SCORING				
GOOD				
WARNING				
DANGER				
GREAT				
Seldom used				
OK...BUT..				
OUCH !!!				
OUCH !!!!!				
ouch!!!				
OBSO POSITION				
is guide	.75 TIMES	\$		0
uide	PLUS			0
	PLUS			0
	EQUALS		#DIV/0!	0

DEALER TRACK STATUS			MONTH OF:			PROFILES BEST OF CLASS	
			%	0	PIECES	VALUE	
ACTIVE PARTS: STOCKED			#DIV/0!				70%
ACTIVE PARTS: EXCESS STOC			#DIV/0!				LESS THAN 1 %
ACTIVE PARTS: UNDERSTOCK			#DIV/0!				LESS THAN 1 %
ACTIVE PARTS: TO PHASE OUT			#DIV/0!				LESS THAN 30%
TOTAL ACTIVE PARTS			#DIV/0!				
SUPERCEDED W/ON HAND			#DIV/0!				LOW DBL NUMBERS
INACTIVE W/ON HAND			#DIV/0!				LESS THAN 30-35%
TOTAL INV. TO SELL			#DIV/0!				
CORES ON HAND							LOW PIECE COUNTS
NEG-ON-HAND							LOW DBL NUMBERS
TOTAL OF INVENTORY							
PARTS ON OPEN R. O.'S							ONE DAYS AVG SALES
VALUE OF TOTAL INVENTORY							
NOT ON FACTORY MASTER							MINIMAL
PARTS WITH OUT COST							MINIMAL
INVENTORY AGING BY LAST SOLD							
			VALUE	%	ACUM %	INSTRUCTORS NOTE	
NEVER SOLD				#DIV/0!	#DIV/0!	THIS IS TECHNICAL OI	
ONE YEAR AGO PLUS				#DIV/0!	#DIV/0!		
ELEVEN MONTHS AGO				#DIV/0!	#DIV/0!	THIS IS POTENTIAL OI	
TEN MONTHS AGO				#DIV/0!	#DIV/0!		
NINE MONTHS AGO				#DIV/0!	#DIV/0!	THESE PARTS WILL BE IN A "AP" STATUS! OUT IS SET AT 0 IN 6	
EIGHT MONTHS AGO				#DIV/0!	#DIV/0!		

SEVEN MONTHS AGO			#DIV/0!	#DIV/0!	
SIX MONTHS AGO			#DIV/0!	#DIV/0!	THIS IS YOUR ACTIVE HEALT INVENTORY
FIVE MONTHS AGO			#DIV/0!	#DIV/0!	
FOUR MONTHS AGO			#DIV/0!	#DIV/0!	
THREE MONTHS AGO			#DIV/0!	#DIV/0!	
TWO MONTHS AGO			#DIV/0!	#DIV/0!	
ONE MONTH AGO			#DIV/0!	#DIV/0!	
CURRENT MONTH			#DIV/0!	#DIV/0!	
TOTAL INVENTORY			#DIV/0!		
CORES WITH ON HAND					CONFIRM DIRTY & CLEAN

CLASS	COLOR
	SCORING
	GOOD
	WARNING
	DANGER
	GREAT
	Seldom used
	OK....BUT..
	OUCH !!!
ES	
BSO	
BSO	
S IF YOUR PHASE	

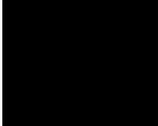


UCS SCORECARD				
Stocking Status Observations	Inventory Value		% of Inventory	Guide
Active Stock (0-6 month activity)				over 70%
Zero Guide (Auto Phase out)				Less than 35%
No bin Location Parts				Less than 1%
Manual Order Review				Less than 3%
No Match (Non Stock Part \$'s)				Less than 5%
Total Watch #'s (N/ Stock Part #'s)				Greater than 70% of PN's
Clean Core				
Dirty Core				Are controls in place?
Extra Lines				NA
Extra Lines				NA
Total Inventory	\$0			

UCS

Investment	NADA			
Activity	Value	% of inven	Guide	Notes
Current TO 3 Months		#DIV/0!	75%	this is your current a
3 to 6 Months		#DIV/0!	included	healthy parts invento
6-9 Months		#DIV/0!	23%	65% Will likely becom
9-12 Months		#DIV/0!	2%	85% Will likely becom
12 Months + Over		#DIV/0!	included	This is your Technical
		#DIV/0!		
		#DIV/0!		
TOTAL	\$0	#DIV/0!		

- GOOD
- WARNING
- DANGER
- GREAT
- Seldom used
- OK...BUT..
- OUCH !!!!!!!!



nd active
ory

e obso \$0.00

obso \$0.00

OBSO \$0

\$0.00

#DIV/0!

Departmental Action Plan

Dealership **Landers Ford**

Academy Week **Fixed Ops 1 (week 2)**

Class & ...

Current Situation

Retail Accessories Sales opportunity. We pre-load most all of our F-series with liners, wheel well liners, and wheel locks. Aside from this, we do not have a pr spend an average of \$1,500.00 on customization products after purchasing a r because we simply do not offer the equipment to them at time of sale.

Overall Objective:

The objective is to increase our retail parts sales through accessory sales and an initial parts sales increase of \$15,000 to \$20,000 per month and gross profit with a few changes to our processes and attention to "upselling" our customer installing the parts here.

Proposed Timeline

We can have this completed and in place by 9/1/2018. Pricing should be complete in place by 8/15/2018. Vehicle and display set up and functional at the start of

Action Plan

Agree on what accessories will be / are the best sellers and most desirable to them in stock. Acquire an iPad and design a "kiosk" to place on the showroom website downloaded and open. Select a vehicle in inventory that does not have vehicle with these items. Items that we will install include wheel and tire options, bug shields, vent visors, tow hitch cover, bumper guards, chrome kits etc. On showroom and place it in an area that can be seen by every guest and next to

Requirements

Meeting with Dealer: Self, discussed with AVP and sought council on the project

1. **Action Proposed:** Costs are estimates, need to get exact cost prior to moving Fogle to price out accessories.

Meeting with stakeholder(s) **New Car Sales Manager, Parts Manager, General I**

2. Describe what is in place to support desired goal: **Ford pays sales consultant be an issue. Train the Sales Consultants to use the kiosk and the display truck everyone involved understands the process involved with selling these items**

Accountability: Monitoring progress:

Who: **GM (Mark Burns)**

What: **Oversee implementation coordinate training of sales consultants and p**

3. By When: **ongoing throughout the process**

How: **Work with SM and PM to ensure that we are on the same page and are w**

Describe checkpoints that have been established to measure progress:

Daily / Weekly / **Bi-weekly** / Monthly /

4. Date(s) for review: **7/13,7/27,8/10,8/24,8/31**

5. Estimated cost for implementation: **Cost will / must be less than \$8,000.00 for to all aspects being done internally.**

Projected Date of Completion:

8/1/2018

Sponsor Signature: _____

Evaluation of Results: Include measured results.

(± Metrics)

Impact Areas:

Sales / Gross / Expenses / Net Profit / CSI / New Car Sales and gross, Parts Sales

Student Name **Mark Burns**

Student Number **013-20**

1 a specific set of "dealer adds" such as bed
presence in this area. Customers in our area
new vehicle. Usually, these sales are missed

d installation. I believe that we could achieve
t by approximately \$6,000 to \$8,000 in this area
ers. This would also increase service gross by

lete by 8/1/2018. All needed materials must be
the week of 8/31/2018. Live 9/1/2018

o truck customers and make sure that we have
with the vehicle, have Ford accessories
e a lot premium adds. Open RO and load the
ns (each one different?), bed cover, step bars,
ce loaded, move the vehicle into the
the Ipad kiosk. Use the kiosk as an interactive

cess of selling these products into the deal
forward. Mark B to price Ipad / kiosk. Ron

**PLEASE BE ADVISED
THIS ASSIGNMENT BY
IT'S SELF IS WORTH 100
POINTS.TAKE YOUR
TIME AND GET IT
CORRECT**

Manager, AVP, Area Controller:

s for accessories sold so a "buy in" should not
k as a tool to sell these ads. Ensure that
prior to finance and after purchase

arts dept on selling the program.

orking toward getting the display set up

equipment. Training will be at a low cost due

and gross and Net Profit, New Car CSI