

Smart Goal Profit Centering Expenses

I will cut our expenses in the parts department by 5% by the end of this year. I will also increase our profit in the parts department by 10% in the next 6 months. I have already been working with my parts manager in coming up with a plan to cut our expenses and gain higher profit margins in these upcoming months (the strategy of increasing our space to carry more parts that I mentioned in my previous SMART Goal will take some time to fulfill). In doing so we will retrain and re-evaluate our entire parts team on the way we are doing business in wholesale and retail. By retraining our sales parts team, we can refocus our sales strategy and increase our profit margins in every part we sell (we just have to go back to basics and do a lot of training which we have not done in a very long time). On the expenses side my parts manager is already working on carrying a healthier inventory which will be a start to helping us cut down on some of our costs.