

Jack McFarland PLP – MAG Hyundai, Genesis, and Acura

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Introduction:

We all have dreams, right? A dream can be anything. It could be one picturing themselves on their wedding day, buying a new house, or buying a new car. The possibilities are endless. My dreams have led me to many different places. One of my biggest dreams revolves around what I want to do with my career field. I have always loved cars ever since I was a little kid. I love looking at them, working on them, learning about them, you name it. I started working in the car business when I was 16 years old as a car wash employee for our service department. I would wash service cars full time over the summers when I wasn't in school, and part time when school was back in session. After about 5 months, the service manager approached me and asked if I wanted to be a service valet. My job would include checking in cars (writing down VIN and mileage) as they came into the service drive. After quickly mastering that task, I then moved to becoming a service writer where I was physically working with service customers to diagnose their cars. This then led me to a shop foreman position where I was not only working with customers but also working with the technicians in the shop to diagnose vehicles. I would drive cars to duplicate or locate issues they had, I would take cars home for the weekend to make sure they were operating properly after a big repair, etc. Once I turned 18, just a few months after graduating high school, I moved to sales. I sold Hyundai and Genesis products full time over the summer. When school started back up in the fall (enrolled as a full-time student at UCBA) I moved back to my shop foreman position because I was worried about trying to sell and be on full commission but not being at the store all the time. In the summer of 2020, I moved back to

sales and continued to do that full time again until school in the fall. Somewhere around February of 2021, I was approached by one of the finance managers (Eric Horner) and the GMs (Jacob Close, Jon McFarland) and I was asked if I wanted to start to learn the process of finance so I could act as a salesperson and a backup finance manager (F&I manager) if need be. I started training for that position and was paid hourly until I learned the roles and responsibilities of the position. Finance is the most crucial and most punctual job within the automotive dealership business. Essentially, we're the ones that handle all of the important buying, loan, and title paperwork on a vehicle. There is so much to learn about the process. It's incredible. I shadowed Eric for about 4 months as much as I could while also trying to sell cars at the same time. Then around June of 2021, I was offered my very first manager position, at 19 years old. Eric decided that he wanted to branch out and try a few other things in his career field and put in a month's notice to leave around the end of May. I was then approached by our GMs, Jacob, and Jon, and I was asked if I wanted a shot at the position. I was the only other person trained on site. After about 2 weeks of careful consideration, I took the position. I had to completely rearrange the way I looked at handling my schooling. After all, I wouldn't be able to work full time and go to school in person full time. That's how I found the BTAS program here at UC. The decision to take the finance job wasn't easy but I feel that it opened up the door to what I really want to do within the car business. Becoming an F&I manager opens up a door to eventually become the general manager (GM) of a car dealership. I have dreamed about holding this position within my career field. I love the idea of running a business, leading employees, helping customers, solving problems, and most importantly, creating my own dealership process.

Diving in, this is what my Personalize Learning Plan (PLP) is going to focus on. My PLP is going to be a collection of work that goes through how I would run a store if I was the store's GM. Within the PLP, everything outlined is fictional and all names on example sheets are made up and fictional. For the purpose of the PLP, I'm going to act as the owner and as the GM. My store will be a part of the McFarland Auto Group (MAG) and it will be a high-volume Hyundai/Genesis/Acura dealership. The store will be called MAG Hyundai, Genesis, and Acura. I have worked with these manufacturers for a long time, and I really enjoy working for all three. For the sake of my PLP, I thought it would be best to use these manufactures. In order to create the PLP, I will pull knowledge from co-workers, previous projects I've done for this program, my interview with a GM, and much more. After completing an extensive amount of research, I have created a PLP that shows the daily operations and important tasks that go into running a high-volume store. Please enjoy!

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Daily Operation (from a GMs Perspective):

So, you may be wondering, what does the daily operation of a dealership look like from a GMs perspective? Great question, from my research, here's what I've been able to create:

GMs are very important; they handle many tasks at a dealership. GMs oversee all aspects of an automotive dealership's daily operation. This includes all sorts of tasks such as staffing, creating, and editing procedures and policies, budget, and sales monitoring (both in car sales and in service). As the GM of MAG Hyundai, Genesis, and Acura, my daily operation tasks would like:

- Arrive to work early, around 8am to open sales department
- Start day by reviewing all emails that came through overnight
- Venture out of my office to check and make sure other employees have completed their morning tasks such as making coffee for the lounge, opening all doors, turning off all nighttime lot lights etc. I would also like to get out and say hello to all employees and have a general check in to make sure everyone is doing okay
- Analyze and log all sold units and closed deals from the previous day
- Analyze any appraisals from potential trade-ins from the previous day
- Check on all customer relationship management (CRM) tools and make sure sales and service personnel are responding and answering questions of customers
- Commission, package, and log all deals from previous sales day to track store performance

- Check in with other dealership managers (sales managers, service managers, etc.) to see if they have any issues within their department
- Address any customer relation issues that may have arisen from the previous day or even the current day
- Address any ordering that may need to be done for materials such as paper, toner for printers, complimentary drinks for the customer lounge, coffee, etc.
- Analyze and review store budgets to make sure spending is under control and kept at a minimum that is needed to effectively operate the dealership.
- Analyze all F&I sales and profit from the previous day on deals. See how many deals we've lost financing on due to outside banks or customers who want to pay cash
- Work with office and accounting managers to see if any issues have arisen and address any issues as needed.
- Desk deals as need to help the Sales Managers with their jobs

The tasks outlined above are a very high-level overview of what a day can look like for myself as the GM of MAG Hyundai, Genesis, and Acura. GM holds the highest authority on site for a dealership so days can tend to be a bit crazy for the GM depending on what tasks need to be completed or if there are other managers out on vacation or out sick. Some days the GM will be busy from open to close and other days the GM won't have as many tasks to do and can focus on other things such as new policies, procedures, or new sales aid products. GMs are the people who oversee everything at a dealer. GMs are the lead in the sales, F&I, and service and parts departments. They are assisted by a suite of managers that are specific in every field to help aid in daily operation.

The Sales Process:

At MAG Hyundai, Genesis, and Acura, I want our sales process to be one of the easiest and smoothest in the area. I want to try and cut down the time it takes to purchase a car and streamline the process for the customer, so they feel that their time is valued and that we respect them as individuals. A lot of dealerships get a bad rep for being “dirty” or “sleazy” and I don’t want MAG Hyundai, Genesis, and Acura to be this way. I feel that it's more valuable to base your process on an easy and honest ground in order to make the customer feel good about their decision. I also feel that being honest and upfront with customers will create a higher level of customer satisfaction and create a higher level of return business for the dealership.

Breakdown of positions:

Our sales team will be broken down as follows:

Managers: There will be 4 sales managers to aid in the sales of vehicles. Sales managers report directly to myself, the General Manager, if they have any issues, concerns or are just reporting numbers.

- Acura sales manager
- Hyundai sales manager
- Genesis sales manager
- Used car sales manager

All managers will be trained to desk deals in order to create the best deal for the store and for our customers. Sales managers will have a specific manufacturer that they work with but will also be trained to manage and handle other manufactures as well. This way, when a manager is off, sick, on vacation, whatever it may be, another manager can handle tasks for the manager that is off.

Desk Managers will be responsible for the following:

- Running and desking deals for salespeople
- Watching all incentives and programs launched by manufactures
- Knowing all bank rates in order to give customers the best deal for their credit
- Maintaining a relationship with all representatives (from banks, the manufacturer, warranty providers, etc.)
- Staying up to date on product knowledge
- Diffusing any issues that may arise within the sales department
- Diffusing and helping upset customers
- Training of new employees
- Monitoring all inventory
- Tracking and monitoring all deals in progress
- Monitoring and tracking all closed deals
- Creating allocations of cars to gain and plan new car inventory
- Having superior knowledge on the value of used vehicles

Salespersons:

MAG Hyundai, Genesis, and Acura will have a total of 20 salespeople. The breakdown of salespeople would be as follows:

- 5 Acura salespeople
- 7 Hyundai salespeople
- 3 Genesis salespeople
- 5 Used car salespeople

All salespeople will have a dedicated manufacture (or type) of vehicle they specialize in, but salespeople will be able to sell any manufacturer (within reason) to customers that come in. By “within reason” I mean to direct family members or friends. Because each salesperson is specifically dedicated to a product, they are most equipped to handle the type of customer that comes in looking for each product. They are trained specifically on each manufacturer. Our lot will have different buildings for each manufacturer of vehicle. There will be a used car building, a Hyundai building, a Genesis building, and an Acura building. Each sales team and their dedicated sales manager will be located in the building in which they specialize. This should make it easy for customers to work at the building of the car they are interested in most. Our sales process will be quick and efficient. At MAG Hyundai, Genesis, and Acura we understand and value that time is very important, and we don't want to keep customers at the store for longer than needed. Time will be used efficiently and salespeople will try to schedule pickup and delivery times as much as possible in order to create a smooth flow through the process at the store. After all, “it takes months to find a customer... seconds to lose one,” - Vince Lombardi. The physical sale process for each salesperson is laid out as follows:

- Initial greeting (upping) of customer
- Needs assessment (what is the customer looking for)
- Initial showing of vehicle of interest
- Collecting of all initial information needed for a test drive (name, copy of DL, phone number, address, email address)
- Test drive
- Post test drive questions about car of interest

- What is the customer interested in doing today? Do they have a trade? Do they want to look at numbers? Etc.
- Working of deal (showing numbers, finance options, money down, etc.)
- Closing of deal (gathering all customer information needed to put together a deal to purchase the car)
- Move customer and their information to finance for completion of paperwork
- Delivery of car (go over all new features, answer any questions about the car, pair phone to Bluetooth, hook up any connected services the car may have, Bluelink, AcuraLink, etc.)
- Post-delivery check in (to be completed after about 24-48 hours after a customer has taken delivery). This would include, checking in, making sure they still don't have any questions, is there anything else the customer needs, etc.

All sales personnel at our store will be very friendly and courteous and all guests will be treated with a very high level of respect. Some of the products offered by Acura and Genesis can cost upwards of \$80k. When a consumer is spending this kind of money on something they expect to be treated with kindness and respect. At MAG Hyundai, Genesis, and Acura, we will treat ALL of our guests with respect. From those that are buying a \$10,000 used car all the way to those who are buying the \$200,000 Acura NSX.

Below is a series of four videos I put together (for another class) demonstrating the high-level overview on the process of buying a car. These four videos will quickly demonstrate how our

process is at MAG Hyundai, Genesis, and Acura. The purpose of these videos was to demonstrate to consumers on how the car buying process works.

Video one:

<https://www.youtube.com/watch?v=SmMZzV7ko98&t=59s>

Video two:

https://www.youtube.com/watch?v=hkWiLQ_cdTA&t=60s

Video three:

<https://www.youtube.com/watch?v=1JyAtZis0Lk&t=56s>

Video four:

<https://www.youtube.com/watch?v=uzDeesdyDU&t=25s>

The sales process at MAG Hyundai, Genesis, and Acura will be very efficient and refined. All sales personnel will be respectful and courteous and will assist customers with any needs they may have to make their time with us a five-star experience. We strive to make sure our guests all have a smile on their face as they leave the dealership and are eager to come back and visit us for whatever may pop up next on their new vehicle.

The F&I Process

After a customer goes through the sales process, it's now time for them to go through our stores' Finance and Insurance (F&I) process. At MAG Hyundai, Genesis, and Acura, our process will be very refined, relaxed, and time efficient. The F&I process is technically considered the end of the sales process, but due to how technical it can be, I have dedicated a section to this process to show how we will make sure it is a great experience for our guests. The F&I process can be considered one of the most crucial steps in the car buying process. At this point in the process, the customer has already been at the store for a while, they've test driven different cars, seen multiple different numbers, and spent a decent amount of time working with the salesperson to collect their information. By the time a deal reaches the finance department, the customer has decided they want to take a particular car home with them. The customer can become antsy and they begin to get the itch to leave. Based on my research, in order to set ourselves apart at MAG Hyundai, Genesis, and Acura, we will need to edit and evolve the F&I process in order to make the process smooth and efficient.

Breakdown of Positions:

Our finance department will consist of 3 finance managers:

- Acura Finance manager
- Hyundai finance manager
- Genesis finance manager

The finance managers will have a dedicated office in their dedicated building where they will serve all customers. All of our finance managers will be able to deliver a deal from any building on any type of car. There will not be a finance manager inside the used car building due to how

small the used car building will be. Used car deals will be spread across all three F&I managers at the store. F&I managers will be paid on a split of the total profit produced in their department. The split will be in hopes to create less competition between employees and our managers will be better suited to respect the customer and their time.

The physical F&I process will look as follows:

- The deal will enter the finance office after being reviewed by a desk manager to make sure all necessary paperwork has been collected and completed by the salesperson
- The F&I manager will open the deal jacket and inspect the numbers and finance options put together by the salesperson and the desk manager
- The F&I manager will begin submitting the customer's credit information to the bank if they are leasing or financing a car (If the customer is paying cash this step will be ignored)
- After receiving and inspecting the bank approval, if all goes as planned, meaning, everything lines up to what the desk manager wrote up, the F&I manager will begin preparing the paperwork for the deal
- The F&I manager will check all of the salespersons data collection (name, address, birthdates, etc.) for accuracy and type all information into the finance computer system.
- After loading all information pertaining to the deal, customer information, vehicle details, trade in details, insurance information, etc. the finance manager will start preparing necessary documents to complete the purchase of a vehicle

- The F&I manager will create a “menu” of protection plans and options for the customer to view when they come in to sign for their car. All of these items are designed to protect the consumers' large new purchase and help lower ownership costs of a vehicle
- The F&I manager will contact the salesperson to let them know they are ready for delivery
- The salesperson will bring the customer to the F&I office
- The F&I manager will then run through their presentation with the customer*
- The F&I manager will answer any questions pertaining to finance, lease, or buyers’ paperwork. They will also answer any questions about titling, extended or extra coverages, and original manufacturer warranties.
- The F&I manager will package up the customers paperwork and release the customer back to the salesperson to take delivery of the car
- The F&I manager will package up the deal and write deal information on the deal jacket then take the deal back to the desk manager to be logged

The entire F&I process at MAG Hyundai, Genesis, and Acura should take about 45 mins per customer from start to finish. This is much lower than most other dealerships. A lot of dealerships like to “hound” their customers in the F&I office and at our store we don’t believe this is the best way to go about the process. We strive to respect the customer's time and we won’t pressure them into buying any extended products for their car.

*The F&I Presentation to Customer:

- Opening - Introduce yourself, review all of their personal information with customers to make sure all is correct.
- Go over standard manufacturer warranties
- Review and sell aftermarket protection plans designed to protect and lower the cost of ownership on a vehicle. Answer any questions the customer may have about said products. Make sure the customer fully understands how the products work.
- After the customer chooses to add (or pass) on aftermarket products, begin the paperwork
- Complete and sign buyer's order
- Complete and sign agreement to provide insurance (ATPI) form
- Sign any aftermarket product documents (if applicable)
- Sign risked based guide that shows the customer their credit score
- Sign printed out digital credit application
- Sign title application for new vehicle
- Sign trade in agreement (if applicable)
- Sign loan or lease documents (contract)
- Sign any other miscellaneous form that may be needed (notice to consignor, corporate resolutions, etc.)
- Go over final details (how long until you get welcome packet from the bank, and how long until you get the title work and license plate from the dealer)
- Answer any final questions
- Thank you and closing message

In my experience the outline above has been the smoothest and most time efficient way to complete the F&I process on a new vehicle. As I said before the whole process should only take around 45 minutes. After this process is complete, the customer will be free to leave the dealership.

The Service and Parts Process:

The service department at a dealership is also a key aspect of the dealership experience. The service team is going to be the team a customer sees the most after the purchase of their vehicle. Many consumers will bring their vehicles back for service due to the long warranties offered by all three manufactures and due to the fact that as of today, Hyundai and Genesis offer complimentary maintenance for the first 3 year or 36,000 miles of ownership. The service team at MAG Hyundai, Genesis, and Acura will have to be one of the best in the tri-state area in order to compete with other dealers in the area. To set ourselves apart, all service members will be extremely friendly, courteous, and most importantly, honest. When running a service department, it's vital that everyone you hire is honest. Consumers learn to respect an automotive service center more when everyone is honest with the customer and gives them their best judgment and opinions.

Breakdown of Positions:

Managers: There will be 2 service managers to aid in the servicing of vehicles, and one service director and one parts manager. Service & parts managers and directors report directly to myself, the General Manager, if they have any issues concerns or are just reporting numbers.

- Service Director - Oversees all service operation, works closest with myself, the GM
- Hyundai/Genesis Service Manager - Directly oversees the Hyundai and Genesis service

- Acura Service Manager - Directly oversees the Acura service center
- Parts Manager - Oversees the parts department for all three manufactures

A strong management team is the key to a successful service department. A lot of times customers can become frustrated when they are told they need to spend large sums of money on their car to keep it going. Having a management team that can diffuse customers is the key to success within a service department.

Service Employees:

- 2 Service department dispatchers - responsible for handing out work to technicians
- 2 Acura service advisors - write up customer issues and problems
- 1 Acura service cashier - to handle all money exchanges
- 2 Acura service valets - check car in when it initially pulls into service, move car about the service department
- 8 Acura technicians - physically work on the vehicles
- 3 Hyundai service advisors - write up customer issues and problems
- 1 Hyundai service cashier - to handle all money exchanges
- 2 Hyundai service valets - check car in when it initially pulls into service, move car about the service department
- 10 Hyundai service technicians - physically work on vehicles
- 1 Genesis service advisor - write up customer issues and problems
- 1 Genesis service cashier - to handle all money exchanges
- 1 Genesis service valet - check car in when it initially pulls into service, move car about the service department

- 3 Genesis service technicians - physically work on vehicles
- 6 Parts counter employees - responsible for handing out parts to technicians
- 4 Car wash employees - to give a complimentary wash to all service cars
- 4 Dedicated “lube technicians” - change oil and rotate tires on cars that just need basic maintenance.

There will be a grand total of 51 service employees not including the managers. These employees are vital for the success of the service department. Acura and Genesis don't require as many employees due to the fact they are both luxury brands and don't experience the same flow as Hyundai. With Genesis being even smaller than Acura, they require even less. Each building (except used cars) has its own service drive thru and customer lounge. However, there is only one centralized servicing center where all the cars will be worked on. Doing this allows us to have only one parts department as well. It is an effective way to save costs because we don't need to have more than 6 parts employees. We offer complimentary beverages and pastries to our customers. This is to show them that we appreciate their business at our stores. We will also have a large fleet of service loaner vehicles so if customers' vehicles are going to take longer than we thought, we don't have to make them wait around. We will also offer a complimentary service shuttle if customers don't need to borrow a loaner from us or we happen to be out of loaners.

The service process:

The service process looks as follows:

- Customers are greeted by valets in the service drive through
- Valets take down VIN and mileage on vehicle

- Valets escort customer to the service advisor
- The service advisor writes up what the vehicle is in for and recommends any maintenance that's due at the time of service
- The customer is escorted to the appropriate customer lounge where they wait for the services to be performed
- The vehicle is taken back to the technician (or lube technician) who performs the work needed and does a multi-point inspection to the car to look for any other issues
- If more issues are found the technician notifies the services advisor who gets a quote together for the customer on the work needed. If the customer accepts additional work, the technician continues to work on the car.
- If no issues are found, the vehicle is moved to the car wash where a complimentary car wash is performed
- The vehicle is brought back around to the customer
- The customer checks out with the cashier

The overall process outlined above should be a smooth and seamless process. All of our technicians will be certified mechanics that specialize in the manufacturer they work on. Lube technicians will have basic training on how to properly change the oil on all cars. If a customer is in for just an oil change, the estimated wait time should only be about 45 minutes or so. Other service times will vary depending on what is being done. If a technician comes up and more work needs to be performed, out of courtesy for the customer's time, a loaner car, or shuttle ride will be arranged on the spot. This will hopefully set us apart from our competitors in the sense that we can be more flexible with our loaner cars. We will strive to make our service process the

best at MAG Hyundai, Genesis, and Acura. The customer's time is our number one priority and we want to make sure that they feel respected and treated properly when they service their vehicle with us.

Hiring of New Employees

Hiring new employees is a very difficult task, especially in today's day and age. At MAG Hyundai, Genesis, and Acura, as the GM I will want to create flexibility within departments for them to hire employees themselves. Meaning, I want one of our service managers or sales managers to be able to hire a new technician or hire a new salesperson and not feel the need to check in with me. I feel that managers of each department will know who fits the position the best within their department. Outlined below is a layout of who will be able to hire who within the store:

The GM (Myself) Can Hire:

- Sales Managers
- F&I Managers
- Service Managers
- Parts Managers
- Office Managers
- Any employee within each department from salespersons to technicians

The Sales Managers Can Hire:

- Salespeople
- Lot technicians

F&I Managers Can Hire:

- No one, the department is too small. They can provide insight on salespeople to hire if they'd like.

Service Managers Can Hire:

- Service advisors
- Technicians
- Lube technicians
- Valets
- Car wash employees
- Service cashiers

Parts Managers Can Hire:

- Parts counter employees

As a General Manager, I feel that creating this flexibility within departments will help us better find the help we need within the store. Operating as a General Manager makes it hard for me to spend enough time in each department to know what the department truly needs. Each manager has been in the department long enough to know who to look for and what qualifications each position needs.

Education needed:

The car business is interesting in the sense that you don't necessarily need any type of degree higher than a high school diploma to properly be able to do your job. As the GM I would recommend and strongly lean towards applicants with at least an associate degree for any management position. However, I am also well aware that sometimes experience and knowledge

within the business is better than just having a degree. For salespeople, service advisors, and cashiers, an associate degree would also be preferred but not required. For service technicians, they are required to have some sort of technician and mechanic qualification to hold their position.

Background Check

All applications will be sent through a background check and all drivers licenses will be scanned before an applicant can be hired. Driving customer's vehicles is a large part of the car business and our insurance company won't allow applicants with several bad marks on their license

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Training and onboarding:

Training of positions will be completed by most managers within the department. Fellow employees can also help train new employees as well. Our office team upstairs will handle any on boarding paperwork needed for new candidates. Our HR rep will make sure to go over all paperwork with employees.

Hours of Operation and Scheduling:

At MAG Hyundai, Genesis, and Acura we will operate 6 days of the week and be closed on Sundays. Being closed on Sunday is an attempt to give all of our employees a better work- life balance.

Hours of operation, sales:

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Closed	9a - 7p	9a - 7p	9a - 7p	9a - 7p	9a - 6p	10a - 5p

Hours of operation, service, and parts

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Closed	7:30a - 6p	7:30a - 6p	7:30a - 6p	7:30a - 6p	7:30a - 6p	8a - 12:30p

It is normal for dealerships to have different hours for both service and sales. Service has a greater need to be reached in the morning because most customers will drop their car off on their way to work and pick it up after.

As seen by our schedule, the dealership will attempt to have shorter hours closer to the weekend, this is in attempt to give employees a better work life balance over the course of the week. Retail is a hard business to be in, you have to stay open during weird times in order to support the demands within the retail business. Lots of customers with 9 - 5 jobs don't have time to look at new vehicles during the week, this is why the dealership will need to be open Saturday, in order to help accommodate those guests.

Scheduling:

For the sales department, scheduling will look as follows (Every sales dept employee is required to work Saturday, unless they schedule PTO):

- Managers get one day off during the normal week and Sunday off every weekend. Managers have to choose different days to be off during the week so we will have enough managers on site to continue the day.
- Salespeople will have a similar schedule to the managers, they will be allowed one day off during the normal week and will have every Sunday off.
- It is encouraged by the GM that all sales department employees try to enjoy their day off and not worry about work to help create a nice work-life balance.

For the finance department, scheduling will look as follows (Every F&I manager is required to work Saturday, unless they schedule PTO):

- Finance managers will get one day off during the normal week and Sunday off every weekend. The three F&I managers will have to pick opposing days to be off so we will have at least 2 F&I managers onsite at all times.

For the service and parts department, scheduling will be as follows:

- Managers, technicians, service advisors, and parts counter employees will operate on every other Saturday rotation. Meaning that normally they will have Saturday and Sunday off, unless it's their week to work Saturday. The service and parts department will run a skeleton crew on Saturday to perform basic maintenance. This will allow for a better work life balance within the service department.

- All other hourly employees will work all hours of operation and be off on Sunday's.

Being in retail, most employees will turn about 50-60 hour a week of working time. Any need to work less will be accommodated by the GM within reason.

Pay and Pay Plans

MAG Hyundai, Genesis, and Acura will offer competitive pay to keep us on top of other competition in the area to make sure our employees are kept happy and want to stay with us.

Below I have sketched out a loose plan for pay as the GM of the store.

Sales Department:

- Sales managers will be paid a percentage of total store profit on the front end of the sale. They will all be paid out of the same pot and will make around the same amounts. Top performing managers will be paid a bonus to show gratitude for their performance.
- Salespeople will be paid a percentage of the profit on a car they sell. IF a car they sell doesn't make a profit, they will be paid a flat in order to compensate them for their time. Flats will vary depending on how old inventory is. Top performing salespeople will be offered a year-end bonus to show gratitude for their performance.

Finance Department:

- All finance managers will be paid a percentage of the profit made in the backend of a deal. All three managers will be paid from the same pot to lower competition and allow for the best experience for the customers. The top performing manager will be offered a bonus to express gratitude for performance.

Service and Parts Department:

- Service managers will be paid a percentage of service profit. The amount paid will depend on their level of management.
- Service advisors will be paid a salary with a small amount of commission on top of the salary on the services they sell.
- Service dispatch employees will be paid a salary.
- Parts managers will be paid a percentage of the profit made in the parts department.
- Parts counter employees will be paid a salary.
- Technicians will be flat rate and paid “hourly” based on how many hours it takes to complete a job.
- All other service and parts employees will be paid hourly.

All hourly wages, salaries, and commission percentages will be extremely competitive, we will try to offer the highest pay amount compared to our competitors within reason. If we’re going to strive to be the best, we have to pay for the best!

Management Teams:

Management teams at MAG Hyundai, Genesis, and Acura have been outlined by previous sections. The teams will all be led by the stores GM (myself) and each management team from each department will meet with the GM once every two weeks for a progress and profit check in. This will allow us all to stay connected and work closely with each other to make sure we are performing our best.

New and Used Inventory:

New and used inventory will be maintained by managers and lot technicians that work at the dealership. Our store will have an in-house detail department to detail new and used cars on site for delivery when they sell. Our dealership will outsource major detailing jobs, photos of inventory for websites, and any minor cosmetic work that needs to be done to put the car up for sale. Inventory will be kept track by an inventory management system provided by a third-party company. Some examples of this are V-Auto, and Reynolds and Reynolds. Both systems track inventory well and can also hold additional details about the cars such as pricing, days in inventory, money spent on an inventory unit, etc.

The new car inventory process:

- Car comes off the truck and is inspected for damage by a lot technician.
- The car is moved to service where a thorough post-delivery inspection is performed.
- The car is detailed and waxed to be shown on the lot.
- Keys are given key tags to keep track of the car and the car is given a “packet” where information about the unit is stored.
- The car sits in inventory until test driven and purchased.
- Once purchased, a car is detailed and gassed up for the customer.
- The car is pulled from inventory and marked as sold.

The used car inventory process:

- A used car is either taken in on trade or purchased at an auction.
- A packet and key tags are made for the used vehicle.

- The used car is inspected for major damage.
- The used vehicle is serviced by our service team.
- The used vehicle is sent out for reconditioning (detail, touch up, wheel damage correction, etc.).
- The used vehicle has pictures taken and is listed for sale.
- The vehicle sits until test driven and purchased.
- The used vehicle is recleaned and given 5 gallons of complimentary gas.
- The used vehicle is pulled from inventory and marked as sold.

The processes above briefly explain a vehicle's life cycle as it passes through our store. Each vehicle taken in on trade will be given a stock number specific to the car that allows any employee to look up the vehicle. New inventory will have different stock numbers than used inventory. Hyundai, Genesis, and Acura will also be given specific stock numbers as well to better keep track of the type of new car and its model.

Conclusion:

After spending quite some time on my PLP this semester, I feel proud of the work I have created for my theoretical company MAG Hyundai, Genesis, and Acura and how I would shape this business as the GM. I feel that I have covered lots of important aspects surrounding the business and how the business runs. After spending a lot of time this semester researching and interviewing Jacob, I feel better equipped to serve as a GM at a high-volume car dealership. I am very excited to see where my future takes me, and I hope you enjoyed my PLP!

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