

# **ACTION PLAN**

## **FT. MONROE AUTO CRAFT SHOP**

February 2004

### **Goal 1: INCREASE CUSTOMER SATISFACTION/CUSTOMER BASE**

**STRATEGY:** improve overall operational procedures

**LONG TERM OBJECTIVES:** Keep existing labor rates and pricing matrix stabilized

#### **SHORT TERM OBJECTIVES:**

1. Attract more customers
2. Quicker, more accurate diagnosis/repair
3. Increased communication between shop personnel and customer

### **GOAL 2 INCREASE CUSTOMER PARTICIPATION**

**STRATEGY:** Encourage self-help customers to do more of their own repairs

**LONG TERM OBJECTIVE:** more utilization of the facility by DOD personnel

#### **SHORT TERM GOALS:**

1. Offer on the spot assistance for self-help personnel
2. Teach patrons while assisting them to make them more self-reliant
3. Make the ALLDATA system more readily available to patrons

### **GOAL 3: To achieve or exceed the 8% goal**

**STRATEGY:** Keep expenses down and profit up

**LONG TERM OBJECTIVE:** increase Shop income

#### **SHORT TERM GOALS:**

1. Buy parts at the lowest price with the best warranty
2. Schedule more "quick turnaround" jobs
3. Promote specials on parts when available

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