



Chris Huerta

N414

Name: _____

Class #: _____

Allen Samuels CDJR

Aransas Pass, Tx

Dealership: _____

Location(s): _____

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How many people participated in this meeting? _____

What is your vision?

Customer for life <input type="checkbox"/>	Gross profit domination <input type="checkbox"/>	Both <input checked="" type="checkbox"/>	Other <input type="checkbox"/>
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Explain:

Be transparent

Excellent customer service

Earn peoples trust

Identify a minimum of three strengths, weaknesses, opportunities, and threats.

<h3>Strengths</h3> <ul style="list-style-type: none"> 100% menu presentation Excellent customer service Early turns Transparency 	<h3>Weaknesses</h3> <ul style="list-style-type: none"> Training Payroll out of line Profitability Chargebacks
<h3>Opportunities</h3> <ul style="list-style-type: none"> CPO Build relationships with lenders Warranty payment plans for customers 	<h3>Threats</h3> <ul style="list-style-type: none"> High interest rates Higher payments MSRP's continue to get higher

How will you improve or solidify your strengths?

Continue to train staff.

Continue to have great CSI

Continue to be transparent and compliant

How will you address and improve any weaknesses?

Invest in training for all staff.

Have a plan for weaknesses.

Make sure that we have processes in place.

How will you maximize or improve your opportunities?

Continue to offer all customers 100% of the products 100% of the time

Explain all options to every customer

Continue to be transparent and compliant

Great customer service

How will you address and overcome any threats?

Have a positive mindset.

Build great relationships with lenders.

Monitor CIT's

Build great relationships with customers

Manage cash flow

What is your expected time frame to achieve desired results? Months? By what date?
 April 1, 2024

What performance metric will you track to determine successful change? PVR? Products per? CSI?
 CSI, PVR, total sales,

Who participated in this SWOT?

Name Gil Molina	Title President
Name Chris Huerta	Title GM
Name	Title
Name	Title
Name	Title
Signed	Date
Signed by dealer Management	Date