

**SWOT Analysis**

**Subject:** Pre-Owned Inventory Frozen Capital

Strengths (+)	Weaknesses (-)
<p>Just added a pre-owned director. Have a KBB buying center and a staff of buyers on hand. Service management and Director support "working the drive".</p>	<p>Aged inventory. Over allowance of trade-ins/buying opportunities. Did not have a dedicated pre-owned director. Union strike set us back regarding parts.</p>
<p>Working the service drive. Utilize the "buying center" personnel to actively work the service department. Having a pre-owned director on board will help minimize mistakes on buying, and improve time lines on getting vehicles front line ready.</p>	<p>Pre-owned market is shifting. Interest rates are increasing. Pre-owned availability is shrinking. Many OEM's are requiring lease purchases/Sales to go through their brand first.</p>
Opportunities (+)	Threats (-)

Write your goal statement:

I will improve our Pre-owned frozen capital from \$193,294 to less than \$25,000 by 2/28/2024.