



STRENGTHS	WEAKNESSES
<p>Being fully staffed</p> <p>Having inventory to sell products</p>	<p>Short staffed</p> <p>Not prepared to sell</p>
OPPORTUNITIES	THREATS
<p>Recommend services</p> <p>Keep the customer happy</p> <p>Have it done in a short period of time</p>	<p>The customer not coming back at all</p>



STRENGTHS	WEAKNESSES
<p data-bbox="191 449 776 548">KNOWLEDGE OF SERVICES / REPAIRS</p> <p data-bbox="203 596 565 663">PRODUCTIVITY</p>	<p data-bbox="894 449 1393 541">SOME LACK KNOWLEDGE</p>
OPPORTUNITIES	THREATS
<p data-bbox="212 1234 764 1333">ABILITY TO MAKE A GOOD INCOME</p> <p data-bbox="207 1388 708 1499">FLEXIBILITY IN SCHEDULES</p> <p data-bbox="212 1556 451 1608">GROWTH</p>	<p data-bbox="948 1241 1127 1272">NONE</p>



ACADEMY

HARRY ATAKYAN

FIXED OPERATIONS 2 SERVICE

STRENGTHS	WEAKNESSES
<p>PROCESS</p> <p>COMMUNICATION</p> <p>PROJECTS TO BUDGET</p> <p>FORECASTING</p>	<p>NOT ENOUGH SERVICE TECHNICIANS.</p> <p>PARTS BACK ORDERS.</p>
OPPORTUNITIES	THREATS
<p>CUSTOMER NEEDS</p> <p>INDUSTRY TRENDS</p> <p>POTENTIAL GAPS IN THE MARKET</p>	<p>RMP CALLING OUT</p>

Objectives/ Strategies/Tactics

Tactics

1. Service Manager should review all numbers weekly to keep all goals on track.
2. Should always set our pricing once a month due to the market value and supply available.
3. Have star players there when we are in need of them like big jobs rather than lube jobs.
4. Prices and bundles mailed out as ad market to all of our customers.
5. Give a set of incentives based on production and goals being met.
6. Goal driven bonuses that the entire service department works together to achieve.
7. We must eliminate any emergency purchase and never over pay for any parts of shipping always be prepaid.

Objectives/ Strategies/Tactics

Threats

1. Making sure the service drive is top technology and equipment.
2. Not having all techs ase certified
3. Stay competitive with other shops and we are fully staffed
4. Not menu every customer and losing them to another facility with better bundles or deals.

Objectives/ Strategies/Tactics

Opportunities

1. Show the difference between In labor cost, product, cost and turn around time.
2. Educate the customer on new trends of service that today world needs.
3. The ability to up sell and improve the avg that a customer spends per visit.
4. Have used car tech solely for used car recondition house inventory.

Objectives/ Strategies/Tactics

Strengths

1. Making sure we are fully staffed 100% of the time to deliver the best customer service possible.
2. Steady processes that is followed 100% of the time keeping things in order and high profit margins .
3. Our service knowledge of what to sell and how to sell.
4. Reliable and trained staff.

Objectives/ Strategies/Tactics

Weaknesses

1. Not enough tech's ase certified.
2. Service advisor not having goals or set targets
3. Show case on showroom floor or menu display.
4. No price matching on nearest gm dealer.
5. Only 1 ev mechanic.

Objectives/ Strategies/Tactics

Strategies

1. Weekly meeting to track progress and goals.
2. Drive thru express for smaller and quick jobs allocated to 2 techs.
3. Create 2 teams with different shifts to assure wrench is always turning in shop and not milking clock.
4. Open up on Saturday to get additional work done.
5. Price match other GM oem dealers within 35 miles.

Objectives/ Strategies/Tactics

<u>Task</u>	<u>By Whom</u>	<u>Completion date</u>
Weekly Service Meeting	Service MGR	Weekly
Tech Bonuses	Service MGR/GM	6/1/2024
Express Lube	Service MGR	6/1/24
CREATE 2 shifts	Service MGR	6/1/24
Email used car Dept R's	Service MGR	3/1/24
New Dealer competitive pricing	Service MGR	6/1/24
Extend service hours & saturday	Service MGR	6/1/24

Synopsis

Having 2 shifts will make it possible to get more customers in. Adding express lube will eliminate customers fear of coming in for oil for 4 hours. Weekly meeting will make service advisors and techs have accountability. Everyone able to get a piece of action on separate shifts will boost moral and keep everyone happy. The competitive display board will put customers at ease knowing that the homework has already been done on pricing and we're their 1 stop shop.+