

# SWOT Analysis

Strengths (+)	Weaknesses (-)
<p>Compliant</p> <p>VSC Penetration</p> <p>PVR on VSC's sold</p> <p>CSI</p>	<p>Product penetration - all products all the time</p> <p>Payoff amounts collected correctly</p> <p>Lender portfolio - KMF strong</p> <p>Selling VSC's in the service drive</p>
<p>Chemical - interior/exterior protectant</p> <p>Selling VSC's/maintance in the service drive</p> <p>Continue to train and execute the process we have to grow our team members and their talents</p> <p>Continue to grow our culture to retain our talented team members</p>	<p>Out side financing options are increasing</p> <p>Aftermarket warranty companies that present a product at a lower cost but also a lower level of coverage - warranty for life</p> <p>Competetors recruiting our talent away</p>
Opportunities (+)	Threats (-)

