

Name: _____ Class #: _____

Dealership: _____ Location(s): _____

How many people participated in this meeting? _____

What is your vision?

Customer for life	Gross profit domination	Both	Other
Explain:			

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

<p>Strengths</p>	<p>Weaknesses</p>
<p>Opportunities</p>	<p>Threats</p>

How will you improve or solidify your strengths?

How will you address and improve any weaknesses?



How will you maximize or improve your opportunities?

How will you address and overcome any threats?

What is your expected time frame to achieve desired results? Months? By what date?

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

Who participated in this SWOT?

Name	Title
Signed <i>ERIK JACOBSEN</i>	Date
Signed by dealer Management <i>Thomas Fortune</i>	Date