Nissani Bros Acura SWOT

Strengths:

Zero 1 line RO found in 100 Sample

Maintenance is $9.46 over our warranty rate ($220)

Repair is $109.73 over maintenance rate of $228

Customer ELR $16.05 over guide ($220 warranty + $2)

Cost of Labor is @ 11.90% compared to guide of less than 30%

Competitive and Maintenance FRH is at 69.26% combined which is above guide of 60% combined total labor sales

Weakness:

Average FRH per RO is @ 2.78 which is below 3.0 or better on Luxury brand Guide

Repair Percentage is @ 30.74% which by guide should be @ 40% of total labor sales

Opportunities:

There's only 15% of 2017 and 2018 model out of 100 sampled RO's. Sample showed 85% of vehicles are 2 year and older vehicles that will require more maintenance and likely to have repair opportunities.

Average FRH on RO have some room for improvement. Guide is within reach and can easily be met with a more detailed MPI and explanation of the fact that a vehicle is cheaper to keep than to replace.

Percentage of Repair average is less than guide. There's only so much we can do on a very reliable brand.

Threats:

A frequent change in staff including management is the biggest threat on a department. Untrained technicians will lead to few recommendations on an RO and

will create back job that results in additional expense. Not keeping up on Annual Certification with the frequent changes and updates in the automotive industry will result in problems. Respect and equality plays a major role in staff behavior without this the department will have no unity and motivation. Bad Customer Service and inconvenient hours are critical to daily operation.