

<p style="text-align: center;"><b>STRENGTHS</b></p>	<p style="text-align: center;"><b>WEAKNESSES</b></p>
<p>TECHNICIAN RETENTION</p> <p>LOYAL CUSTOMER BASE</p> <p>GREAT MORALE</p> <p>Strong CSI</p>	<p>SATURDAY PRODUCTION IS POOR</p> <p>PARTS AND SERVICE RELATIONSHIP POOR</p> <p>SHOP FOREMAN HOLDING TECHS ACCOUNTABLE</p>
<p style="text-align: center;"><b>OPPORTUNITIES</b></p>	<p style="text-align: center;"><b>THREATS</b></p>
<p>EXTEND SATURDAY HOURS</p> <p>UTILIZING MOBILE SERVICE MORE AND CREATE MORE AWARENESS</p> <p>ADD MORE TECHS TO BAYS AND TAKE AWAY A BAY FROM A TECH WITH 2 BAYS WHO IS NOT PRODUCTIVE</p>	<p>ADVISORS SHOWING EMPATHY AND POSSIBLY LOSING CUSTOMERS</p> <p>LACK OF ROUTINE MAINTNANCE OPTIONS ON NEWER VEHICLES</p>