

<p style="text-align: center;"><b>STRENGTHS</b></p> <ul style="list-style-type: none"> <li>• CAVENDER REPUTATION FOR RECRUITMENT MAKES IT A HUGE ADVANTAGE</li> <li>• STAFF RECEPTIVE FOR NEW IDEAS</li> <li>• LARGE CUSTOMER BASE</li> <li>• TOYOTA GST AND CAVENDER STRENGTH OF RELATIONSHIP MAKES THEM OPEN TO ASSIST CUSTOMERS ESPECIALLY GOODWILL</li> <li>• UPPER MANAGEMENT SUPPORT FOR REACHING AND MAINTAINING THE CULTURE WE STRIVE FOR</li> </ul>	<p style="text-align: center;"><b>WEAKNESSES</b></p> <ul style="list-style-type: none"> <li>• MAINTENANCE VS REPAIR MAKES IT DIFFICULT TO ACHIEVE HIGHER DOLLARS PER RO</li> <li>• CONSISTANT INSPECTION OF WHAT IS EXPECTED DUE TO SIZE OF FACILITY AND STAFF IS A CHALLENGE</li> <li>• NO CONSISTANT GREETING VERBAGE ON OUR PROCESS</li> <li>• COMMUNICATION AMOUNGST STAFF DUE TO SIZE OF FACILITY CAN BE CHALLENGING</li> <li>• UTILIZATION OF NON-PRODUCTIVE STAFF IS DEFINITLY AN AREA OF IMPROVEMENT NEEDED</li> <li>• TECHNICIAN ADHERANCE TO MEDIAL TASKS SUCH AS CRM TOOL UTILIZATION ALWAYS AN AREA OF CONSTANT IMPROVEMENT</li> </ul>
<p style="text-align: center;"><b>OPPORTUNITIES</b></p> <ul style="list-style-type: none"> <li>• CRM TRAINING AND ADHERANCE TO NEW TOOLS</li> <li>• GOING PAPERLESS CAN POTENTIALLY SAVE TIME AND MONEY ON SUPPLIES</li> <li>• TECH PARTICIPATION ON HRS FOR FAST MOVING ITEMS CAN BE A HUGE REVENUE GENERATOR WITHOUT PRICING US OUT OF THE MARKET</li> <li>• SEPARATE WHOLESALE DIVISION AND PRICING FOR FLEET VEHICLES CUSTOMERS</li> <li>• IMPROVED DATA MINING(AI) FROM OUR PHONE CALLS ESPECIALLY IN PARTS FOR POTENTIAL LOST SERVICES</li> </ul>	<p style="text-align: center;"><b>THREATS</b></p> <ul style="list-style-type: none"> <li>• SATURATED BY AFTERMARKETS AROUND US AND THEIR CONSTANT MARKETING TO OUR CUSTOMER BASE</li> <li>• HAVING TO CONSTANLTY MATCH COMPETITOR PRICING WHILE MAINTAINING GOOD KPI'S</li> <li>• KEEPING STAFF CONSTANTLY ENGAGED AND BOUGHT INTO OUR FUTURE VISION OF GROWTH</li> <li>• CONSISTANTLY MONITORING WARRANTY AND OTHER SCHEDULES WITH SUCH A LARGE BOOK OF BUSSINESS TO IDENTIFY POTENTIAL THREATS LOOMING</li> <li>• ABILITY TO CONSTANTLY JUGLE EXPENSE VS CRUCIAL STAFF FOR CUSTOMER SATISFACTION BOTH INTERNAL AND EXTERNAL CUSTOMERS</li> </ul>



<p style="text-align: center;"><b>STRENGTHS</b></p> <p>Our ever-adapting processes Our willingness to take a chance even if we fail.</p>	<p style="text-align: center;"><b>WEAKNESSES</b></p> <p>Our location Land locked</p>
<p style="text-align: center;"><b>OPPORTUNITIES</b></p> <p>Grow our people, from ASM's to techs to porters and even managers. We can always learn something new.</p>	<p style="text-align: center;"><b>THREATS</b></p> <p>Our biggest threat right now is ourselves. We can never loose our drive and desire to be #1.</p>



<p style="text-align: center;"><b>STRENGTHS</b></p> <p>Ability to stretch and re-utilize our resources to grow our business</p> <p>Strong Leadership</p> <p>Ability to improve processes and procedures to maximize effectiveness</p>	<p style="text-align: center;"><b>WEAKNESSES</b></p> <p>As we grow support departments haven't grown proportionately/downsized</p>
<p style="text-align: center;"><b>OPPORTUNITIES</b></p> <p>Solidify relationships between support departments and frontline staff through team building</p>	<p style="text-align: center;"><b>THREATS</b></p> <p>Space (SA's, tech bays, support departments)</p>

<p style="text-align: center;"><b>STRENGTHS</b></p> <ul style="list-style-type: none"> <li>• Quality of leadership.</li> <li>• Momentum.</li> <li>• Competitiveness.</li> <li>• Constant improvement.</li> <li>• Employee buy-in.</li> </ul>	<p style="text-align: center;"><b>WEAKNESSES</b></p> <ul style="list-style-type: none"> <li>• Quantity of leadership (need more leaders amongst subordinates).</li> <li>• Lack of compartmentalization.</li> </ul>
<p style="text-align: center;"><b>OPPORTUNITIES</b></p> <ul style="list-style-type: none"> <li>• Uninspired local competition, can capture more of their customer base.</li> <li>• Can expand abilities to encompass previously untapped markets.</li> <li>• Can become more efficient.</li> </ul>	<p style="text-align: center;"><b>THREATS</b></p> <ul style="list-style-type: none"> <li>• Complacency is always a threat, we can always be even better.</li> <li>• Lack of room to grow (bays and desks are full).</li> </ul>



<p style="text-align: center;"><b>STRENGTHS</b></p> <p>PERSONABLE AND RELIABLE ASM STAFF.</p> <p>LARGE SERVICE AREA TO ACCOMDATE CUSTOMERS.</p> <p>KNOWLEDGABLE TECHNICIANS WITH A "FRFT" MINDSET.</p> <p>APPOINTMENT AVAILABILITY.</p> <p>CUSTOMER TRANSPORTATION AVAILABLE (RENTAL, SHUTTLE, UBER).</p>	<p style="text-align: center;"><b>WEAKNESSES</b></p> <p>CDK OP CODE USAGE AND CONFUSION AMONGST ASM'S, TECHS, AND PARTS DEPT.</p> <p>ASM TURNOVER (KNOWLEDGE LOSS).</p> <p>ASM 'CHERRY PICKING' CUSTOMERS.</p> <p>LACK OF FOLLOW UP WITH CUSTOMERS ON SPECIAL ORDERS, MFG PARTS, WARRANTY.</p> <p>NOT UTILIZING CDK TO ITS FULL CAPABILITIES.</p>
<p style="text-align: center;"><b>OPPORTUNITIES</b></p> <p>OVER COMING OBJECTIONS TRAINING FOR ASM'S, OFFERED BY GST AS AN ILT.</p> <p>COMMUNICATION LINES FROM TECH TO ASM TO PARTS, BETTER UTILIZATION OF SYSTEMS.</p> <p>CREATING 'TEAMS' OF ASM'S AND TECHS FOR A MORE COHESIVE SERVICE DEPARTMENT.</p>	<p style="text-align: center;"><b>THREATS</b></p> <p>RECALLS NOT WRITTEN UP ON INITIAL RO (MAINLY NO REMEDY RECALLS).</p> <p>POTENTIAL WARRANTY FRAUD BETWEEN TECHS/ASM'S 'MANUFACTURING' WARRANTABLE REPAIRS.</p> <p>OVER/UNDER SELLING JOBS OPENING UP LIABILITY.</p>



<p style="text-align: center;"><b>STRENGTHS</b></p> <ul style="list-style-type: none"><li>-Teamwork (personnel within same group)</li><li>-Experience with results of success</li><li>-Support from owners and management</li><li>-Seasoned personnel</li></ul>	<p style="text-align: center;"><b>WEAKNESSES</b></p> <ul style="list-style-type: none"><li>-Lack of shop size and equipment (lifts, bays, laptop stations)</li><li>-Overall inconsistency of processes</li><li>-Unreliability of DMS</li><li>-Lack of discipline from support staff (porters)</li></ul>
<p style="text-align: center;"><b>OPPORTUNITIES</b></p> <ul style="list-style-type: none"><li>-Proper in-depth training in current processes/procedures</li><li>-More Team-building events amongst ASM's, Technicians, and Parts</li><li>-Offer more accessories (mainly OEM) to customers to sell and install in-house</li></ul>	<p style="text-align: center;"><b>THREATS</b></p> <ul style="list-style-type: none"><li>-Work for highly-certified technicians (lack of customer pay work for main shop)</li><li>-DMS not user-friendly and requires more purposeful training</li><li>-Poor communication within management</li><li>-'Burnout' from employees, especially seasoned/experienced ones</li></ul>



<p style="text-align: center;"><b>STRENGTHS</b></p> <ul style="list-style-type: none"><li>• Established Respected Ownership</li><li>• Strong Management Team</li><li>• Excellent Benefits Vaca / PTO etc.</li><li>• Progressive Pay plans</li><li>• Internal Job Opportunity for growth</li></ul>	<p style="text-align: center;"><b>WEAKNESSES</b></p> <ul style="list-style-type: none"><li>• Preference for digital communication</li><li>• Long repair times that often cause clients to wait after hours for their vehicle</li><li>• Parts availability</li><li>• Price transparency. Counter sales vs. RO Sales vs online pricing</li></ul>
<p style="text-align: center;"><b>OPPORTUNITIES</b></p> <ul style="list-style-type: none"><li>• Reward Customer Loyalty</li><li>• Being proactive and anticipating shifts</li><li>• Modern Waiting Area Metaverse</li><li>• Separating yourself from the rest with 6:00 am early bird hours</li><li>• Advertising</li></ul>	<p style="text-align: center;"><b>THREATS</b></p> <ul style="list-style-type: none"><li>• Higher Quality Vehicles</li><li>• Increased Competition</li><li>• Changing Customer Expectations</li><li>• Cybersecurity</li><li>• Complacency</li></ul>



STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"><li>- Ability to adapt processes</li><li>- Creative marketing</li><li>- Cohesive leadership team</li><li>- Large rental fleet</li><li>- Year over year growth</li></ul>	<ul style="list-style-type: none"><li>- Lack of standardized training for new advisors</li><li>- Limited number of stalls</li><li>- <del>Large</del> Lower than average warranty labor rate</li><li>- <del>Dependence on manufacturer</del> Lack of communication from manufacturer on long standing warranty items: ex-Tundra Brake noise</li></ul>
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"><li>- Sales-centric training for advisors</li><li>- Door rate increases from local competitors</li><li>- Securing body shops for mechanical work</li><li>- Send more Techs to hybrid training due to increased number of hybrid powertrains</li></ul>	<ul style="list-style-type: none"><li>- Inflation</li><li>- Brand image changing</li><li>- Multiple local competitors</li><li>- Uptick in electric cars on road</li></ul>