

Name: Linda Marro

Class #: N433

Dealership: BMW Of Brooklyn

Location(s): 9326 4th Avenue Brooklyn Ny 11209

5

How many people participated in this meeting? _____

What is your vision?

| | | | |
|---|---|---|-----------------------------------|
| Customer for life <input type="checkbox"/> | Gross profit domination <input type="checkbox"/> | Both <input checked="" type="checkbox"/> | Other <input type="checkbox"/> |
|---|---|---|-----------------------------------|

Explain:
To provide a car buying experience our clients will never forget so they will be a loyal customer.
Maximize gross profit the way we will do this is by selling product, rates and holding gross

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

| | |
|--|--|
| <p>Strengths</p> <p>Strong Brand Location BMW Of Brooklyn is the only bmw franchise in brooklyn NY. Strong and knowledgeable sales team</p> | <p>Weaknesses</p> <p>inventory, to many electric vehicles not enough customers wanting them limited financing options competition</p> |
| <p>Opportunities</p> <p>Healthy inventory amazing programs only location in Brooklyn</p> | <p>Threats</p> <p>Brokers other dealers loan rates</p> |

How will you improve or solidify your strengths?

increasing social media presence by doing so we will be hiring a marketing team . the team will hopefully draw more business and increase sales.
we also will be hiring an internet manager to over see all the online leads that we receive and turn those leads into sales.
continuous sales training for the sales team and keep up with the product knowledge.

How will you address and improve any weaknesses?

continuous follow up with customers
more aggressive pricing try to beat the competitors
increase financing options.
promote more electric vehicles by doing this we will be adding spiffs to all sales made for the month and pay out monthly bonuses to all electric cars that leave the dealership.

How will you maximize or improve your opportunities?

Promote special BMW programs.

watch old age units and add spiffs to them

open on Sundays this way we will gives our customers an option for shoping and taking delivery of there vehicles.

have all our invintory PDI and ready for spot deliveries keep the showroom stocked and ready to go.

How will you address and overcome any threats?

Customer experience by give the option for pick up and delivery

competative pricing

advertising speacials to see what the customers in the area are looking for.and conbate those cars.

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

we will start August 1 st to track the sales and grosses by hiring an internet team and a in house marketing person as well.
 so we will re-visit this by november 1st to see in the numbers and percentages are going in the direction.
 by increasing the number of sales we will increase our grosses.

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

online reviews
 tracking our customer satisfaction
 number of units sold and delivered
 how we ranked in our market.

Who participated in this SWOT?

| | |
|--|--------------------------------------|
| Name David Liang | Title Sales Manger |
| Name Alan Solonisky | Title Sales Manager |
| Name Tony Impollizzo | Title Certified pre-owned Manager |
| Name Ammar Hammous | Title Finance Manager |
| Name Anthony Miccio | Title Senior Sales Consultant |
| Signed Linda Marro | Date 05/13/2024 |
| Signed by dealer Management Carmine Abruzzo General Manager | Date 05/13/2024 |