

# **WEAKNESSES**

- 1 Tech is loud and talks to much
- Need to perform better MPVI >
- The morale of staff is low due to lack of time off.
- CSI is low and lots of opportunities for growth.
- To many GMC coupons.

## **STRENGTHS**

- Large customer base that has been coming here for years and trusts us.
- Shop hours are good, and we are open 7:30-6:00 Monday-Friday 8:00-1:00 Saturday.
- Clean and well lite shop.
- All techs are trained or are in training.
- Managers push all techs for the best.
- Our area is growing in population and is good for business.
- Better equipment than competitors.

## **THREATS**

- Pricing GM labor rate and parts are very high.
- Lack of availability of GM parts.
- Less maintenance on newer vehicles.
- Very hard to find people that know how to work at a dealership or techs.

# **OPPORTUNITIES**

- Growing techs into world class.
- Work on all makes and models.
- Lots of work that is missed on vehicle that can be sold.
- MPVI improvements.

<p style="text-align: center;"><b>THREATS</b></p> <ul style="list-style-type: none"> <li>• Pricing GM labor rate &amp; parts very high</li> <li>• Lack of availability of GM parts</li> <li>• Less maintenance or newer vehicles</li> <li>• Very hard to find people that know how to work &amp; dealership or techs</li> </ul>	<p style="text-align: center;"><b>OPPORTUNITIES</b></p> <ul style="list-style-type: none"> <li>• Grow in techs in to world class</li> <li>• Work on all makes</li> <li>• More repairs on table</li> <li>• MPI Improvement</li> </ul>
<p style="text-align: center;"><b>WEAKNESSES</b></p> <ul style="list-style-type: none"> <li>• Tech hard &amp; to follow</li> <li>• Need perform Better MPI</li> <li>• More staff low do to lack time off</li> <li>• CSI could be better</li> <li>• To many GM coupons</li> </ul>	<p style="text-align: center;"><b>STRENGTHS</b></p> <ul style="list-style-type: none"> <li>• Large cust base</li> <li>• Good hours</li> <li>• Clean shop</li> <li>• Trained techs</li> <li>• Mergers push for Best cost techs</li> <li>• Area is growing</li> <li>• Better equipment than competitors</li> </ul>