



Name: Lisa Rietman Class #: ATD050

Dealership: West Michigan International Location(s): Grand Rapids

How many people participated in this meeting? 3

What is your vision?

Customer for life <input checked="" type="checkbox"/>	Gross profit domination <input type="checkbox"/>	Both <input type="checkbox"/>	Other <input type="checkbox"/>
Explain: Our vision is to be a business known for providing superior customer service by treating our customers and employees like family with respect and dignity.			

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

<p>Strengths</p> <ul style="list-style-type: none"> Restart of Nav Financial Competitive rates After market oppurtunites and knowledgeable service and parts team 	<p>Weaknesses</p> <ul style="list-style-type: none"> F&I Manager still learning Inconsistent process Compliance challenges
<p>Opportunities</p> <ul style="list-style-type: none"> Nav Finance working with us to create micro programs geared toward customers and different vehicle models Release of the S13 Growing interest in EV. 	<p>Threats</p> <ul style="list-style-type: none"> Economic Down turn - business closing OEM's with their own captive finance Regulatory Changes



How will you improve or solidify your strengths?

We're collaborating closely with Nav Finance to develop customer-centric programs. By offering diverse packages and competitive rates, we aim to attract new customers. Additionally, ongoing training for our technicians ensures we deliver exceptional service consistently.

How will you address and improve any weaknesses?

With the recent addition of an F&I Manager, we are actively training him to become proficient in F&I practices. Additionally, we've implemented a process that ensures consistent opportunities for all customers. Robb will oversee each deal to ensure adherence to this process.

How will you maximize or improve your opportunities?

We will launch targeted marketing initiatives aimed at increasing awareness and capturing customers from new markets. Our focus will be on promoting the S13 model. We intend to host customer lunch and learn sessions showcasing the S13, accompanied by a Nav Financial representative

How will you address and overcome any threats?

To overcome the threats we will work to offer a variety of financial products and insurance options to cater to different economic conditions. We will continue to focus on exceptional customer service to build strong relationships and loyalty. Also we will conduct regular competitive analysis to understand what competitors are offering and how to differentiate.



What is your expected time frame to achieve desired results? Months? By what date?
 By the end of 2024, our goal is to achieve a 10% increase in gross profit from the previous year in F&I

What performance metric will you track to determine successful change? PVR? Products per? CSI?
 By December 2024, our objective is to achieve a minimum F&I gross of \$161,524, representing a 10% increase from 2023.

Who participated in this SWOT?

Name	Title
Lisa Rietman	Office Manager

Name	Title
Robb Lubbers	Truck Sales Manager

Name	Title
Chris Kemp	F&I Manager

Name	Title

Name	Title

Signed	Date
	6-19-24

Signed by dealer Management	Date
	6-19-24