

QUALITATIVE – STRENGTHS

1. SOLID CUSTOMER LOYALTY ( DEALING WITH MOST OF CUSTOMER BASE FOR 30 YEARS PLUS)
2. TECHS CONTINUE TO ADVANCE IN OE TRAINING
3. CLEAN AND MODERN FACILITY- LIGHTS ALL UPDATED L.E.D
4. SHOP FOREMAN IS A WORKING FOREMAN ON THE SAME PROJECTS WITH TECHS.

QUALITATIVE -WEAKNESS

1. NOT OPEN WEEKENDS-COMPETITION IS
2. LABOR RATES HIGHER THEN INDEPENDENT SHOPS
3. PARTS INVENTORY SEEMS TO BE SHRINKING
4. POOR MARKETING FOR THE SERVICE DEPT.

OPPORTUNITIES

- 1.GAINING WORKLOAD WITH OUR TRAILER DEPT- HOLDS GOOD GROSS
- 2.NEW ALIGNMENT MACHINE – MARKET TO CUSTOMERS
- 3.BEV OPPORTUNITIES-NEW CHARGING STATION INSTALLED
- 4.LARGE OPEN AREA TO PARK,WORK AND GROW DEALERSHIP

THREATS

- 1.INDEPENDANT SHOPS LOW RATES FOR PM WORK
- 2,SERVICE STAFF NOT ACTING AS SALES PEOPLE.
- 3.LONGER MAINTENANCE INTERVALS – LESS OPPURTUNITY
- 4.KEEPING TECHS EMPLOYED AND CONTINUED GROWTH

OBJECTIVES

- 1.INCREASE ELR
- 2.IMPROVE TECH EFFIECENCY
- 3.CORRECT ONE LINE WORK ODERS-2 MINIMUM
- 4.ROUND UP LABOR TO INCREASE SALES AND GROSS

CURRENT MASTER TECH TRAINING FOR OEM IS IN LINE AT 30%  
OTHER TECHS CONTINUE TO GROW KNOWLEDE AND ARE ON  
THE PROPATH FOR MACK/VOLVO.

## OVERVIEW OF SHEBOYGAN SERVICE

WITH THE GROWTH OF OUR SERVICE DEPARTMENT IN RECENT YEARS  
IT SEEMS LIKE WE LOST FOCUS OF THE GOAL TO KEEP OUR CUSTOMERS  
NOTIFIED AND INFORMED.OUR SERVICE ADVISORS WILL NEED TO BE  
COACHED ON SALES POTENTIAL AND POSSIBILITIES.

IT WAS ALSO QUITE EFFIDENT THAT OUR SERVICE TEAM IS NOT ACTING  
AS SALES INDIVIDUALS. COACHING WILL BE PROVIDED TO OUR TEAM AND  
EXPECT TO HAVE POSITIVE RESULTS IN THE 4<sup>TH</sup> QUARTER.

THE 10-2-4 IDEA WILL BE IMPLEMENTED INTO OUR SERVICE PROCESS  
AS WELL AS SOME CHANGES IN HOURS TO COVER OUR RETAIL COUNTER.  
BEV WILL BRING NEW OPPURTUNITIES TO OUR DEALERSHIP AND PLANS ARE  
IN THE WORKS TO GROW IT.

NOT ONLY ARE WE LOOKING TO GROW CUSTOMER RETAIL BUT ARE AWARE OF  
SOME POSSIBILITIES TO CONTROL OUR FIXED EXPENSES.

REALIZING WE ARE LOW ON OUR ABSORBTION GIVES US GOALS FOR THE NEAR  
FUTURE AS WELL AS MONITORING TECH PROFICIENCY.

THERE IS HUGE GROWTH POTENTIAL IN THE TRAILER MARKET AND AM  
PERSUING THEM AT THIS TIME, CHANGING CODING TRAILER REPAIRS TO  
MONTOR GP POTENTIAL.

MARKETING WILL GIVE US MORE OPPURTUNITIES AND A JOINT PROJECT IS IN THE  
WORKS FOR THIS YEAR WITH THE ADDITION OF STATE OF THE ART TOOLING.

THE FUTURE LOOKS BRIGHT AND CONTINUED GROWTH IS EXPECTED.THE FACILITY IS  
MODERN AND ROOMY WITH AN ADDITION BEING PLANNED FOR EXPANSION.