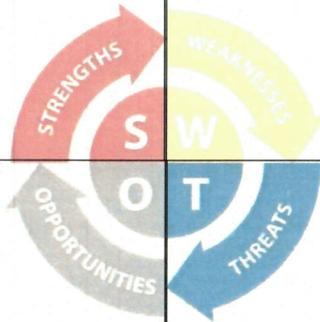


SWOT Analysis

Subject: Inventory Optimization (Pre-Owned)

Strengths (+)	Weaknesses (-)
<p>Lower average cost per unit(cost effective) Carry all makes and models Access to search for specific vehicles for customers Having the correct cost in vehicles</p>	<p>Negative/cost is greater then retail High service costs Reconditioning costs</p>
<p>Competitive pricing Purchasing hot/ quick selling units Used car inspections Lifetime power train warranty</p>	<p>High interest rates Market uncertainty 3rd party sellers</p>
Opportunities (+)	Threats (-)



Write your goal statement:

- Item to improve: Number of used vehicle sales
- As of may we were at 39 used vehicle sales
- My goal is within the next 5 months to produce 50 used car sales
- We can accomplish this goal by keeping our cost per unit down compared to what the unit is retailing/selling at, having competitive pricing, along with updating our inventory so we have hot/quick selling units within the market/season/dealership.