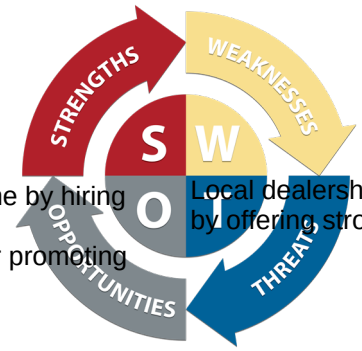
SWOT Analysis

Strengths (+)	Weaknesses (–)
CLEAN Used INVENTORY (LESS THAN 60 DAYS OLD) Average cost of used car inventory $30k down from $40k Strong front and back gross for both new and used	Average time from trade to front line ready is 7 days Bottle necks at our Appearance Center New car inventory, 2 units over 300 days old Sales team is not averaging 8 units per sales person



Can shave down 2-3 days from recon time by hiring more in appearance center
Can clean up new car inventory by better promoting old age inventory

Local dealership trying to recruit sales team members by offering strong pay plans

Opportunities (+)	Threats (–)

© 2020 National Automobile Dealers Association. All Rights Reserved.