



STRENGTHS	WEAKNESSES
<p>We have been in the area for 20+ years. Located in the heart of Dickson. Customer base 23 Bays New Quick Lane Potential New Managers without baggage. Good new QL advisors and manager. Strong team effort in every department Customer service is strong. Low price tire Guarantee. Quick Lane customer service is more intimate. Easier to explain needs and trying to sell someone in Quick Lane as well. Good communication throughout the team. Service Manager is a previous Master Tech Only Ford dealer within miles</p>	<p>Techs who do not want to work to the dealership potential. Employee dissention Upsells. Space. Service Advisor training Inconsistent employees and procedures. No checks and balances. Detail. Accountability. New systems not working for everyone. Tire inventory. Systems take too long to get estimate. Manpower.</p>
OPPORTUNITIES	THREATS
<p>More Hours to sell. Quick Lane branding. People who really care being developed. Market prime to be picked for our Quick Lane. Market share. Mobile Service. Training for advisors. Development growth. Advertising. Tire sales Written Procedures</p>	<p>Economy Other facilities being cheaper and not knowing how to sell against that. Lack of training to fight the above. Techs. Space. Competition Lack of knowledge Bad scheduling Bad service OURSELVES</p>