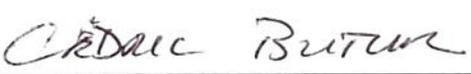
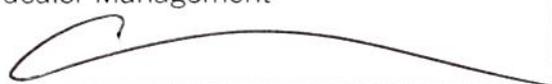


What is your expected time frame to achieve desired results? Months? By what date?
 Training- immediately and ongoing
 Hiring of Finance Manager - Immediately (Actually completed) New Manager set to begin 11/8

What performance metric will you track to determine successful change? PVR? Products per? CSI?
 We we will measuring performance by using PVR, PPD , CSI and internal surveying of guests.

Who participated in this SWOT?

| | |
|--|--------------------------|
| Name Cedric Butler | Title General Manager |
| Name Jermaine Johnson | Title Sales Manager |
| Name Pat Brady | Title Sales Manager |
| Name Jermaine Chatman | Title F&I Assistant |
| Name Peter Elia | Title F&I Assistant |
| Signed  | Date 11/4/24 |
| Signed by dealer Management  | Date 11/4/24 |

Cedric Butler

445

Name: _____

Class #: _____

Genesis of South Bay

Torrance, Ca

Dealership: _____

Location(s): _____

5

How many people participated in this meeting? _____

What is your vision?

| | | | |
|---|---|---|-----------------------------------|
| Customer for life <input type="checkbox"/> | Gross profit domination <input type="checkbox"/> | Both <input checked="" type="checkbox"/> | Other <input type="checkbox"/> |
|---|---|---|-----------------------------------|

Explain:

Creating a guest-for-life strategy while maximizing financial potential through backend products involves a multi-faceted approach: Exceptional Guest experience to include personalized service and seamless communication. Our Signature VIP package to foster loyalty. Comprehensive back-end products. Education, engagements and regular follow-up.

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

| | |
|---|---|
| <p>Strengths Facility- brand new Product- growing Brand Creativity- Not being gimmicky, creating ways to build that loyalty</p> | <p>Weaknesses Product- growing Brand Staff- consistency in presenting product No true F & I Manager- Using Virtual F & I as a band aid</p> |
| <p>Opportunities Hiring true F & I Manager Training staff on all products for general knowledge purposes Being more consistent in product offering</p> | <p>Threats Competing brands Complacency and laziness from deskers Sales team afraid to offer more for fear of losing a deal.</p> |

How will you improve or solidify your strengths?

Naturally, Keep the dealership immaculate

Genesis (Brand) is a great product, but we will make Genesis of South Bay the true Brand identity. How we do things, how we treat our guests will be exceptional and the standard for the Genesis Brand.

Continue to keep thinking outside of the box in how we can create an experience that will make the guest feel obligated to come to us for everything.

How will you address and improve any weaknesses?

Again, by making Genesis of South Bay the "Brand" we can overcome the newness of the Genesis Brand as a whole. Consistent training of the staff in presenting products creates a seamless communication to the guest, increasing over all PPD

Hiring a Finance Manager to oversee the department in conjunction with using the Virtual F & I as a strong technology piece.

How will you maximize or improve your opportunities?

Hiring of F&I Manager is first and foremost the objective. We have secured a player.

As a part of daily meetings the Sales Managers are giving knowledge of products and role-playing with the sales team

We have shared the product menu with the sales team and all pencils from the desk will have products incorporated into the payments

How will you address and overcome any threats?

We are the rising Brand, so we need to use that to our advantage against more legacy brands. Definitely highlight our differences and affordability

Every product , every pencil , every time is the mantra and attitude of the Sales Managers.

Training and repetition of presentation by the sales team will alleviate the fear that creeps into their minds .