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| <p style="text-align: center;"><b>STRENGTHS</b></p> <ul style="list-style-type: none"> <li>- High volume shop</li> <li>- Number of Techs with Mastery or near partial mastery of Honda vehicles.</li> <li>- Responsible vendors, we seem to vet our vendors pretty well.</li> <li>- A great geo location, excellent growing market to do business.</li> <li>- Access to quality training.</li> <li>- Cutting edge tools</li> <li>- Excellent communication in the shop and with the front, makes things easier and runs a smoother operation.</li> </ul>  | <p style="text-align: center;"><b>WEAKNESSES</b></p> <ul style="list-style-type: none"> <li>- Stability of our DMS (CDK) and VMA.</li> <li>- Sense of urgency in the shop.</li> <li>- Downtime that could be utilized for continued education.</li> <li>- Express technicians not being disciplined and dropping the ball on simple tasks.</li> <li>- Untrained new team members, especially advisors, it would take them a minute to be able to work opcodes etc.</li> <li>- Not being thorough with the multi point inspection specially on higher mileage cars could cost us some business.</li> <li>- Not holding the same standard across the board and on all employees could affect the morale.</li> </ul> |
| <p style="text-align: center;"><b>OPPORTUNITIES</b></p> <ul style="list-style-type: none"> <li>- Get more experienced professionals to run the shop to make sure that all threats and weaknesses are contained.</li> <li>- Sell more work</li> <li>- Maintaining a steady number in terms of units serviced per day. This leaves an opportunity for marketing to drive more clients to the service lane.</li> <li>- A learning opportunity is letting the tech know if he has a comeback. It would help them know where they are failing and promote better accountability.</li> <li>- Hourly porters should be given other duties specially during down time.</li> </ul> | <p style="text-align: center;"><b>THREATS</b></p> <ul style="list-style-type: none"> <li>- Hours and pay decline this year even after raise.</li> <li>- Untrained and unqualified support staff (Porters)</li> <li>- Lack of discipline and attention to details could lead to shop accidents</li> <li>- Negative attitude that could hinder the progress of those in training by limiting their curiosity.</li> <li>- Some bad habits are growing among techs, to have a porter drive their cars in per example.</li> </ul>  |