

# Qualitative Analysis

## Strengths

1. location with the dealership being in an area with not another for 25 miles.
2. experienced service Technicians with up to date with latest training
3. 20-year veteran shop foreman and up to date with latest training in repair and EV
4. We are known for exceptional pickup and delivery services though out long Island
5. New state of the Art show room and with new lounge and service drive and more comfortable for our customers

# Qualitative Analysis

## Weakness

1. Not enough staff to handle daily operations such as phones,cashering,technicians and drive staff
2. Being seasonal the dealer ends up paying more unapplied time to technicians and gross profit goes down
3. CSI index is low
4. The dealer ship is closed Sunday and Monday
5. Service Advisors give customers daily discounting
6. Service Advisors selling time is low and communication is bad
7. No processes in place for technicians and service advisors

# Qualitative Analysis

## Opportunities

1. Advertise the service department
2. Advertise for more low-cost Maintenance technicians
3. More aggressive pricing plans
4. Target advertise customers with older vehicles

# Qualitative Analysis

## Threats

1. Having many independent shops with in a ten-mile radius from the dealer
2. losing customer base to independent shops because of high labor cost
3. Bad surveys from customers due to simple mistakes from technicians
4. losing technicians to other dealers for higher wages
5. Technicians leaving the industry

## Objective /Strategies/Tactics

### Objectives

1. improving higher CSI
2. weekly Ro Self audits
3. implementing policy and procedures
4. The Ro work Going to correct technicians for efficiency
5. Training for service advisors and staff

## Objectives/strategies/Tactics

### Tactics

1. Categorizing Repair orders based on severity to help dispatching
2. Utilizing a comeback log to hold technicians accountable
3. sending out mailers for parts and labor discounts to attract customers
4. Holding service advisors accountable for discounting or changing pay plans
5. Having advisors doing prewrites for Ro's before customers arrives

# Objectives/strategies/Tactics

## Action plan

Task	by whom	date
1. Employing more employees	Service manager	3/25
2. Increasing CSI index	Service manager	3/25
3. increasing ELR	Service manager	3/25
4. Create service advisor Program	service manager	3/25
5. meetings tues and thurs	Service manager	3/25
6. Meeting with parts manager	Service manager	3/25
7. Discount mailers	Ser/GM	1/25

## Synopsis

Having a low ELR is where the dealership is not profitable. We have to stop discounting to all repair orders and start selling in the drive such as alignments, wiper blades and basic Maintenance. which will rise the ELR

Having weekly meetings with service advisors and doing weekly repair audits will help prevent loss sales and help increase gross profit. Also in addition yearly training will help the advisors will sales with overall sales and gross profit

Adding additional employees such as drive staff, cashier, and loaner coordinator will take some of the pressure off the service advisors and help focus on sales and customers that alone will increase sales better CSI and higher gross profit

Changes will grow the dealer ship and is planned in 2025

