

<p style="text-align: center;">STRENGTHS</p> <ol style="list-style-type: none"> 1. Parts Manager is tenured and loyal. He treats his department like it is his own business. 2. NW Ga is growing & plenty of Kia's in our area 3. Shop capacity is good. We have room for more work. 4. We have invested in a new tire and A/C machine. 5. Partnering with an existing dealership group that will hire and train ALL employees from sales to service 	<p style="text-align: center;">WEAKNESSES</p> <ol style="list-style-type: none"> 1. No Master Techs 2. New Service Manager lacks experience 3. Low customer retention rate 4. Weak service writers that don't upsell 5. Too many one-line Ros 6. Not working on all makes & models 7. Service hours less than competitors 8. No non-dealer competitive pricing boards in service drive or waiting area
<p style="text-align: center;">OPPORTUNITIES</p> <ol style="list-style-type: none"> 1. Menu selling & up selling 2. Sell more 15k, 30k & 45k miles services (not just oil changes) 3. Opportunity to work on all make & models 4. Install non-dealer competitive pricing board in service drive & waiting area 5. Explain to customers goodwill and why to service vehicle with manufacturer. 	<p style="text-align: center;">THREATS</p> <ol style="list-style-type: none"> 1. Independent repair shops in our market open earlier and close later than we do. 2. Service staff doesn't strive to keep customers loyal to dealership. 3. Longer service maintenance intervals for current models 4. ELECTRIC VEHICLES 5. Our reputation with: customers & employees