

Strengths	Weaknesses
Six strong OEM techs plus 5 aggressive learning technicians	2 New service writers that are learning the communication importance
Service Manager with 25 years of experience that is good at follow up	Weak parts availability through parts department puts them behind
Good investment in tooling	No set way to triage trucks, units are done in multiple bays by multiple techs
Strong relationship with OEM representatives	Dealership is behind with regards to "technology-based" servicing (Rapid Check, SmartLINQ, Decisiv)
Clean and well maintained shop	
Opportunities	Threats
New business system allows us better tracking of repairs, parts and customer communication	Strong will-fitter indedpendant repair facilities in area
New system allows us to detail out estimated repair times to techs	Other OEMS in area are embracing technology based servicing
New Peterbilt customer that has purchased 80 units in last two years - Warranty Repairs and maintenance opportunites	Parts availability have turned several customers away in recent months