

Les Stanford Chevrolet Cadillac
Weston Stanford
N322

Strengths:

- The area has a dense population.
- We just expanded the facility so that we can employ more techs and handle more work
- We have a state of the art facility with a quick lube center
- We offer free loaners for service customers
- Our CSI is well above zone average

Weaknesses:

- Service hours do not mirror those of sales
- Service writers have the ability to discount work
- We are not advertising aggressively
- While we work on all makes and models we are not completely equipped to do so.

Opportunities:

- Growth in sales will allow us to service more customers
- Aggressively market the service and quick service
- Make a non-dealer competitive pricing board displayed in service drive

Threats:

- Because a large number of customers that purchase from us do not work locally we must make servicing their vehicle here convenient and a great experience.
- Independent repair facilities have longer and more convenient hours than we do
- We are having a difficult time hiring qualified technicians and service advisors

Strategies:

- Increase the hours of operation
- Remove the ability for price discounting on work
- Come up with an aggressive advertising and marketing plan
- Become better equipped to service all makes and model

Tactics

- Fixed operations manager must approve any and all discounts
- Advertise via website, direct mail, digital and email to retain and attract customers
- Schedule service vehicle pickup for more convenience to the customer
- Have weekly meetings to review forecast and goals

<u>Task</u> <u>completion</u>	<u>By Whom</u>	
Turnoff ability to discount 5	service manager	July
Extend service hours August 1	owners/GM	
Install non-dealer competitive July 5 board	Service Manager	
Advertise aggressive for service July 15 and quick lube	GSM/Service Manager	

Weekly meetings
July 5

Service and Parts manager

Consider altering pay plans
August 1
based on performance

Owners/GM/Service Mgr

Synopsis:

My synopsis is by having more convenient hours of operation, with the addition to the facility, turning off price discounting and having the right inventory mix we should experience more profitability. Additional staff will have to be brought on to handle the additional hours and the volume of business from an aggressive advertising campaign. On another positive note will more profitability in fixed operations our fixed absorption will increase. By revamping pay plans we will have a more focused team performance. Lastly by adding the non-dealer competitive board in service our customers will see the value and transparency we are providing which will result in better CSI and easier for upsell opportunities.