

## Qualitative Analysis

### **Strengths**

1. Many units in operation. Sales has been selling a ton of new cars.
2. Brand new, state of the art facility with wifi, starbuds machine.
3. Great online presence. Reviews are great and numerous
4. Offer Loaner vehicles.
5. Experienced staff, good tech and good service writers.
6. We offer a flexible payment program that allows customer to make payments on expensive repairs.
7. Our pricing is very competitive.
8. Service BDC helps with answering phones and setting appointments

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## **Weaknesses**

1. Not enough loaner cars.
2. Car wash speed. Takes too long
3. Communication between advisors and techs is weak
4. Value for service, time to complete service and fix it  
right first time scores are low.
5. Broken or missing tools. Special tools are kept in  
breakroom with no system or process to check them  
in or out.
6. Not many repairs coming through the drive. Mostly  
oil changes and maintenance.
7. Not selling services...30k, 60k
8. Dollars per RO is very low
9. Need more advertising
10. Not using video inspections to sell product

## **Qualitative Analysis**

### **Opportunities**

1. Start working on all makes and models
2. Install new CDK Ipad selling system
3. Use video-based inspections to sell services

4. Huge Hispanic population. Need to do a better job

marketing to Hispanics in this area.

5. Need to market to get repair jobs into shop. Right

now mostly maintenance

6. Set up parts to be able to sell parts and service online

through Ebay and Amazon

7. Add one more advisor to handle overflow of

customers

## Qualitative Analysis

### **Threats**

1. Mazda continues to build one of the best cars on the road. The cars are not breaking so the majority of services are maintenance, not repairs.
2. Mom and Pop service shops that offer cheap prices, longer hours and aggressive advertising.
3. Lack of quality techs available to hire.
4. Ride share. More people using ride share for transportation vs. buying a car and servicing it.
5. Mazda recommends servicing your car every 6 months 5,000 miles vs. 3 months 3,000 miles.
6. China tariffs
- 7.

