



ACADEMY

TOYOTA OF ROCKWALL SWOT ANALYSIS

Conkey
9-12-19

FIXED OPERATIONS 2 SERVICE

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> ① EXPERIENCED SERVICE WRITERS ② STRONG SERVICE DIRECTOR / SERVICE DRIVE MANAGER ③ GOOD SERVICE REPUTATION ④ TRAINING PROCESS ⑤ STRONG MASTER TECHS AND FOREMAN 	<ul style="list-style-type: none"> ① CONSISTENCY IN PROCESS AND STANDARDIZATION ② CONSISTENT DIAGNOSIS LACK OF by LEVEL I AND II Techs ③ QUICK LUBE PRODUCTION WITHIN TOYOTA TIME STDS ④ TECHNICIAN TRAINING
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> ① INCREASED REVENUE IN SERVICE DRIVE, QUICK LUBE, AND MAIN SHOP ② QUICK CHECK INSTALLATION ③ INDUCTION OF TRELBA (ALERT) CSI SYS ④ GOOGLE SERVICE FEEDBACK ⑤ MPI TURN TIMES (ELECTRONIC MPI) 	<ul style="list-style-type: none"> ① COMPETITIVE VENDORS FOR BRAKES AND TIRES (JUST BRAKES / JUST TIRES) ② 18 TOYOTA DEALERS ③ NEW DEALERSHIPS BEING BUILT ④ ROBBING EMPLOYEES