

## Volvo Cars Memphis Service SWOT Analysis

### Strength:

- We are the only Volvo dealership in 200 miles which is great for customer loyalty and satisfaction.
- The average tenure in our service department is 18 years. Our customers always see the same people when they come in.

### Weakness:

- With the age of our Service team there is little desire to change and grow for the better. The only growth we are relying on is an increase in the sales department.

### Opportunities:

- There is a great opportunity to increase business with effective targeting ads to better compete with quick lube shops and wholesale tire stores.

### Threats:

- A potential threat is when our staff makes a decision to start retiring then we will have to bring new people in to train and they will not be as knowledgeable about the cars or the customers.

### Action Plan:

- A properly established mentorship program will be extremely beneficial to our service department. With our service manager nearing retirement, it is crucial to have his replacement training now. If we had assistant service managers for people who are still in school or are interested in a temporary part time position, we can put them into this program and train them for the future.

### Synopsis:

- Both the RO analysis and the SWOT analysis were great exercises. I felt like the RO analysis helped me learn more about our process and how to improve our efficiency by putting the proper techs on the correct jobs. The SWOT analysis is beneficial for the whole department to take initiative in how we can change our business, recognize what we do well, and recognize what we can improve. When we add a mentor program we will be improving customer satisfaction and employee retention. A tenured staff is a great thing when you have people who want to be a part of the company and the customers respond well to that.