

Fixed Operations 2 Service Homework

- a. Advertising-----Emails, Mailers: keeping your dealership name in front of your customer. **Web blasts, direct mail items.**
- b. Marketing-----Non-dealer survey, Owner base retention (“B” Tab) **Completed(drop box)**
- c. Facility-----Capacity, Utilization (“B” Tab) **Completed(drop box)**
- d. Productivity-----Tech Proficiency (“B” Tab) **Completed(drop box)**
- e. Production Method----Conventional, Work Group, or Team **Service Teams**
- f. Analyze Cost of Labor—(“A” Tab—first one) **Completed(drop box)**
- g. Changes in Expense Structure—(“A” Tab---third one) **Completed(drop box)**
- h. Pay Plans **Reviewed.. competitive to market and region**
- i. Detail performance programs—objectives, tracking, communication **I spoke with our service manager about these programs, PAG utilized a marketing company as well as in house DMS systems to track and communicate with clients.**
- j. Level of current training—Manufacturer website, minimum training standard **Tech training is continual. There are a lot of area’s for improvement with new hires and entry level employees**
- k. Special tools---neat and organized, or a rats nest **organized, but nobody is guarding.. tools do go missing and there are several upset employees on a daily basis due to missing items.**
- l. 100 Repair Order Analysis----evaluate summary (recap) sheet **Completed(drop box)**
- m. Complete Qualitative SWOT Analysis (pages 133 - 142 in class book)

The Action Plan in the SWOT takes the place of the previous action plans that had to be signed off by the dealer. Copy the Strengths, Weaknesses, Opportunities, and Threats sheet and hand it to EVERY service employee. Ask for their input. Collect the sheets, tabulate the data and then set Objectives, Strategies, and Tactics. Now it is time to create the Action Plan. Finally, there is the Synopsis.

Completed(drop box)