

Strengths-

- Technicians, service manager, advisors, all service employees
- cashier location
- employee willingness to work harder when understaffed, staff works in harmony
- great leadership in service, family environment, Christina makes us feel valued, good team, good manager, owner that looks out for us, we are like a family, family oriented, chemistry, trusting, hardworking.
- vehicle turnaround time
- sales is selling more cars

Weakness-

- Not experienced sales porter, porter not working together, not as motivated, delivery porter
- no music on overhead variety, balloons in sales, sales follow up, new vehicle Rebates.
- parts backordered
- need more diagnosis time, not following up with customers
- dealer security
- digital MPI is too hard,
- not enough space for parking
- need more hours in the day to do more work
- need to come to work on time, more capable employees, help all customers not just your own, ,
- will call overnight parts, more tires stocked

Opportunities-

- Drop off and pick up area
- email blasts, mailers, coupons, free services punch card, raffles, new banners on buildings, make more appointments available
- friendly attitudes, calling customers, cross train employees
- selfies with Morris Chestnut and or autographs with new car purchase
- more community involvement
- lot management
- adding alignment rack in rear of dealer
- further career, job opportunities within dealership
- coffee bar, bring the donuts back, employee of the month.

Threats-

- Low inventory, preowned
- Covid-19
- PDI, simple campaigns
- not cleaning up after each other
- lying to make customers happy
- bums that mess up or store, the gate by the wash rack being left open,
- respecting boundaries from sales to service
- marketing of other dealerships, Facebook, radio ads, commercials. (not including us.)
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Synopsis -

From this SWOT we are finding a lot of the issues are due to lack of process structure or just accountability for that process. Although we think things are working because it is getting done asking a few questions we find it could be done better. Accountability consistent follow up can ensure we are doing what we are saying.

We thought having BDC just making calls was the best way to market and most cost efficient, after reviewing the finds in this SWOT we have a customer base that spends a lot of time on social media and a whole other group of people that prefer mailers. We can do both and by doing so increase traffic thereby increasing exposure and gross.

Parts is often overlooked as if service grows parts grows. If we focus on having more parts available, we can grow parts faster as well as keep customers happy and the shop moving. Less outside purchases will cut down on freight charges and outside purchases last minute. This will make our inventory more efficient and have higher quality. By offering incentives on tire purchases we can increase our retention and hopefully create a customer for life with more opportunity of sales moving forward and even a trade in option over time.

Having Kahoot and BBQ's give the employees an opportunity to learn more about each other and have a little fun while here at work. We reward with a \$25.00 gift card to the winner of the Kahoot that is provided by our vendors. The employees like the team building aspect and the opportunity to make a little money. The bar b que's we have are not only good for employees to save on paying for lunch, it allows for us to keep the employees here, together, and spending time with customers also on a different level. Keep us visible as it also attracts new customers to our store.

All these things are things we know to do but forget we should be monitoring. We need to ensure we inspect what we expect, and we can all make a little money and enjoy the time we spend with each other as employees and employee customer relations.