

<p style="text-align: center;">STRENGTHS</p> <ul style="list-style-type: none"> -Profitable -Dealership sells a lot of used cars which keeps the service dept busy -Qualified techs -Dealership offers training/education to techs for growth potential -Courtesy transportation for customers getting service work done -Payment plans available to customers with a large bill -large customer database -Reliable service 	<p style="text-align: center;">WEAKNESSES</p> <ul style="list-style-type: none"> -Service dept has a bad rap approximately one year ago causing a huge strain in finding employees -Employees can become complacent/lazy -Always hiring due to lack of techs -Bad CSI -Too many 1 line RO's
<p style="text-align: center;">OPPORTUNITIES</p> <ul style="list-style-type: none"> -Extend hours -Create an online presence -Can fill all bays -More Staff > More hours > More \$\$\$ 	<p style="text-align: center;">THREATS</p> <ul style="list-style-type: none"> -Ex-Employees can taint the water for any potential onboarding process -Lower pricing at other repair facilities -May only appeal to our own internal customers due to the myth of having to wait at the dealership longer than elsewhere