SWOT Analysis

Strengths (+)	Weaknesses (–)
Sales Process Employee Tenure sales/service/parts Customer retention Employee versatility Strong used car dept Expenses under control	CRM utilization Older Facility Reaching new customers New Car Sales

Inventory mix
Lease retention
Mobile Service
Convenient customer sales process

Service employee retention
Convenient sales process (competition)
COVID19
Jobless claims

Opportunities (+)	Threats (–)

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