

## STRENGTHS

20 bay shop (coming soon)

2 shifts

Wall to wall overhead crane

Easily accessible to interstate

New RO system to be sure the customer is well informed

Our shop foreman is also a Master Tech

## WEAKNESSES

Ability to hire and retain qualified technicians

No quality trade schools in our immediate area

3 labor rates: Customer, Internal new/used and our company owned lease fleet rate

Keeping moral high till we get moved into our new facility

Pay scale

## OPPORTUNITY

The new facility will bring much more business

Facility will also attract more technicians

We will definitely capitalize on the extended hours of operation

We will have greater parts availability to increase throughput in our service bays

## THREATS

Recruiting of techs

In our immediate area, there are 3 other truck dealerships and 2 independent shops

Internal rates

Overhead

KENWORTH OF LOUISIANA

JOHNNY DEMPSEY-