

SWOT Analysis

Strengths (+)	Weaknesses (-)
Quality Technicians Facility second to none	Lot Storage Hours of Operation Technician Upselling Training Employees

Marketing to customers that did not purchase from us
 Conquesting services for other makes and models.



Committed Staff Members
 Volume of our brands and the number of cars out there
 Part Availability from Italy
 Competitor Pricing

Opportunities (+)	Threats (-)
-------------------	-------------