

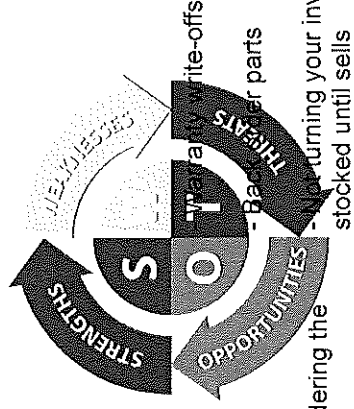
SWOT Analysis

Strengths (+)

- Stocking parts that turn quickly
- Reaching out to other stores nationally that have a need for your older high dollar stocked parts
- Knowledgeable/experience parts manager
- Knowing your market/competitors
- Off the shelf sell rate
- OEM certification/product knowledge
- Being part of Asbury

Weaknesses (-)

- Not constantly checking/keeping pace with competitors stocked parts
- Not performing training. Not having a set training calendar/agenda with supporting documents.
- Unorganized bins in the part department
- Not taking deposits from customers on specialty order parts/accessories



- More New/Used car sales
- Product knowledge
- Knowing common issues/recalls and ordering the right parts
- Organizing bins and knowing where all parts are
- Marketing/Advertising/Website Review vs. Competitors
- Not knowing your inventory
- Inventory write-offs
- Bad parts
- Not turning your inventory and having to keep it stocked until sells
- Competitors
- Manufacture and competitors relationship issues

Opportunities (+)

Threats (-)

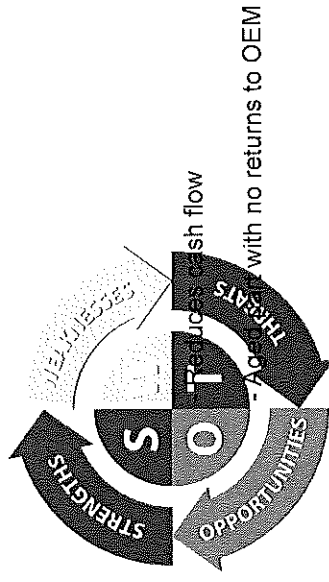
SWOT Analysis

Strengths (+)

- Being part of Asbury having the cash in hand to carry frozen capital

Weaknesses (-)

- Inventory turning slow
- Wrong/excessive inventory
- Do I have the right people/process



- Parts dealer trade (nationally)
- Too much inventory

Opportunities (+)

Threats (-)