SWOT Analysis

Strengths (+)	Weaknesses (–)
New Vehicle Sales Finance Dept. Skilled and trained Sales Cosultants (GM Center of Learning training) (Walk arounds with other sales consultants) Great customer service (We take the time to explain the process of buying a vehicle to the customer. Manager TO before presenting numbers	Getting fresh inventory pictures to our website Competitos, adverstise alot more on TV, Mailers, (much bigger store) Switch customers either from New to Used or Used to New when a deal gets qualified.

Opportunities (+)	Threats (–)
Running low in Inventory Train New Sales Consultants (process and procedures) New Car Prices going up / Training on Lease Hold more Gross in Finance on Lease	Covid Customers more cautious when entering the store NO inventory, will limit the amout of Dividents coming in from GMF.

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