SWOT Analysis

Strengths (+)	Weaknesses (–)
Increase gross profits for store by turning more service hours Higher paychecks for technicians Lowers technician turnover Can increase amount of vehicles scheduled per day for service More cars scheduled, more parts sold Decreases loaner car days out on loan Exceed client promise times which leads to an increase of CSI	May have to make personnel changes if certain technicians do not want to work to increase production Struggle with scheduling proper intake of vehicles - not enough work hurts the shop and too much work hurts the clients Initially push advisors beyond their limits and CSI scores decrease if they cannot stay on top of increased work flow Initially push technicians with low productivity too hard and they will make mistakes

Opportunities (+)	Threats (–)
Opportunity to bring in new talent if technicians are unwilling to push themselves to achieve 90% production Gain clientele by being able to aggressively market as schedule becomes more open Opportunity to improve advisor staff through training to handle additional clientele to produce more in shop Opportunity to expand the shop with additional technicians if fully productive and able to expand the schedule	Technicians leave to look for a more relaxed location or a location that pays hourly Natural disasters/Covid 19 causes a loss in work flow and technicians outwork the workload and leave Economic downturn causes a decrease in customer pay work, which handcuffs the amount of work in the shop each day. Techs do not have work for a full day

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