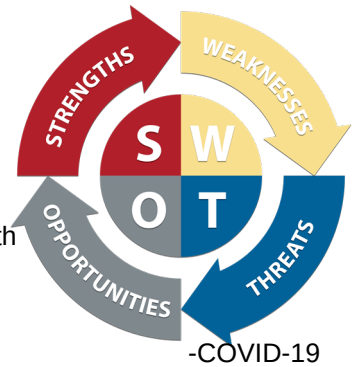
SWOT Analysis

Strengths (+)	Weaknesses (–)
-GP per car -Location -Family own business -Trusted in community -Advertising	-Too many of the wrong cars -Average sale price vs inventory average is -$4k -Money tied up/Frozen Capital



-UC market is strong!
-Stock cars that we have had success with
-Alternative buying options
-Increase in Sales and GP
-More opportunity for F&I
-More opportunity for Service and Parts

-COVID-19
-Inventory build up (aging)
-Losing customers due to not having the right cars
-Frustrating staff
-Market conditions

Opportunities (+)	Threats (–)

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