

### Strengths

1. General teamwork at every level
2. Knowledgeable skill techs.
3. Management provides structure but doesn't micromanage like he use to at other dealerships
4. Management in general.
5. Employee relationship with one another. All work really well with each other

### Weaknesses

1. Lack of part availability
2. Lack of appointments
3. Lack of room for expansion
4. Communication between advisors and techs.
5. Lack of motivation between techs and parts

### Opportunities

1. New tire and wheel Warranty company
2. More fleet companies business
3. More customer retention
4. The availability of credit should make sales in service easier.
5. Updated equipment.
6. Purchasing of new products coming out.
7. More advertising for dealership.

### Threats

1. Online and RoBo calls for service contracts.
2. Independent Shops
3. Losing business to other dealers.
4. The expansion of dealerships into the area is bound to cut into our market share.
5. Other shops
6. Other shops have guaranteed hours.