SWOT Analysis

Strengths (+)	Weaknesses (–)
Increased gross profit on newer inventory	High Floor plan interest
Less chance of Lot damage	Receive less of the popular vehicles
Earn more of the desirable Vehicles	Less advertising money

Increased retail sales

Abilitiy to purchase more vehicles

Increased F&I gross

Spike in Covid-19

Downturn in the economy

Lack of OEM Incentives

Lack of Inventory

Opportunities (+)	Threats (–)

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