

STRENGTHS	WEAKNESSES
<p>Loyal customer base</p> <p>Strong Market Area</p> <p>Experienced service staff</p> <p>Good location off major highway</p> <p>General Manager has service knowledge</p> <p>Large loaner car fleet</p> <p>Ability to get parts next day</p> <p>Aggressive technician pay plan</p>	<p>Shop is old and outdated</p> <p>Parking is challenging</p> <p>No dispatcher</p> <p>CSI is poor</p> <p>Bottleneck in shop due to car wash</p> <p>No shop foreman</p> <p>Excessive time to get an appointment</p>
OPPORTUNITIES	THREATS
<p>Schedule more drop off and pick-ups</p> <p>Market aggressive service and parts specials</p> <p>Promote qualified technician as working shop foreman/dispatcher</p> <p>Hire more technicians</p> <p>Reduce wait time of getting an appointment</p> <p>Increase CP Hourly rate</p> <p>Increase Warranty labor rate with manufacturer</p>	<p>Multiple other dealerships in area with updated or new facilities</p> <p>Multiple independent shops/franchises</p> <p>Length of warranty coverage is decreasing</p> <p>Price gouging by advisors possibly driving customers away</p> <p>Poor follow up by advisors upsetting customers leading to poor CSI</p>