# SWOT Analysis

| Strengths (+) | Weaknesses (–) |
|---|---|
| - Use of Wi Advisor<br>- Having Express Lane<br>- Getting customers greeted quickly<br>- Good mix of training<br>-Loaner Cars | - Keeping customer informed<br>- Getting phone answered<br>- Tech's not using Parts Request<br>- Tech's not using inspection sheets<br>- Tech's not starting work on time<br>- Tech's stop working before 5pm |

| Opportunities (+) | Threats (–) |
|---|---|
| - Hire more tech's and advisors<br>- Keep more parts in stock<br>- Do everything possible to pick up parts<br>- Use Parts request and have parts take out parts to tech's<br>- Tech's do inspection sheets<br>- Advisors keep customer up to date<br>- Everyone get better to answer phones | - Work overload<br>- Tech's / Advisor's missing work<br>- Parts on back order<br>- Parts not in stock<br>- Attitudes |

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