SWOT Analysis

Strengths (+)	Weaknesses (–)
Above Nada guide on fixed absorption Way above Nada guide Cash Day's supply Experienced Department Heads Keeping above 90 days old New Inventory Low	Used Car Inventory Used Car Sales Volume Investing in Staff Training Advertisment Budget Skeleton Staff High Turn in Sales Team

4 close by Hyundai dealers have gone out of business in recent years
opportunities in picking up Service, Parts, and Sales from their markets
Focusing on online sales and home delivery

High turn in Sales Team
Typical high tech customers in silicon valley moving out of Bay area to save on cost of living since they can work from home.
Pandemics have decreased need of second vehicle for many families in Bay Area.
Most of lease return customers are holding off on the new purchases until they are in need of transport to work again.

Opportunities (+)	Threats (–)

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