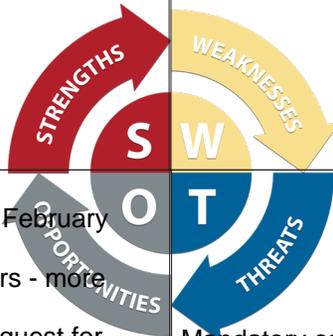


## SWOT Analysis

Strengths (+)	Weaknesses (-)
<p>We have a committed sales staff            We've increased YOY in 2020 - We're on the right trajectory            The factory fully supports our growth and would like to see us to continue to grow - continued support with inventory            The right management staff            We are in the Cerritos Auto Square which is the largest volume auto square in the United States.            We have full support from the dealer principal</p>	<p>Continue to train on product knowledge            Continue to adapt with Covid and customer service            Improve our process with people that would like to do business outside the dealership - remote transactions            Decreased work hours due to Covid            Unable to hire - Hiring Freeze            Employees out on leave due to Covid</p>
<p>Growth potential outside our PMA            New redesigned 2022 MDX coming out in February            New redesigned 2021 TLX            Reduced rates with our Advertising partners - more bang for our buck            Conquest - With fresh product we can conquest for market share</p>	<p>Mandatory county wide lockdown due to Covid            Lenders tightening their belts - less to lend and more restrictive, requiring more stipulations on average credit            Balanced used vehicle inventory - Diversify our inventory - Lower priced vehicles</p>
Opportunities (+)	Threats (-)



Write your goal statement:

For 2021, my goal is to increase overall new vehicle volume by 15% Currently we are averaging 70 new retail vehicles per month. By increasing 15%, we would be retailing another 10.5 units per month. We only have 4 vehicles in our product line which makes it more "boutique" than our competitors. However, Acura will have 75% refreshed product by February, so more product awareness than before.