

## SWOT Analysis

## Subject: Preowned inventory days supply

Strengths (+)	Weaknesses (-)
<p>Having more pre-owned inventory than other is being able to have the selection in all makes and models where a comparison can be made by the customer.</p> <p>You can have competitive pricing strategy and dominate the market with multiples of used cars with different options.</p>	<p>Lot damage</p> <p>Theft</p> <p>Curtailments</p> <p>Frozen capital</p>
<p>The pressure of having more inventory to sell so the dealership can capture more external work for our service department.</p>	<p>Loss of profit comes with age of the inventory</p>
Opportunities (+)	Threats (-)

Write your goal statement:

I will decrease used vehicle inventory months' supply from 2.70 to 1.84 by April 10th 2021.

