

SWOT Analysis

Subject: PARTS DEPARTMENT

Strengths (+)	Weaknesses (-)
<ul style="list-style-type: none"> -Large inventory -Well trained staff -No direct competitor within 23 miles (Lake Chevrolet) -very customer service oriented 	<ul style="list-style-type: none"> -Too busy to keep up, possibly losing retail business -customers are waiting too long on hold, can't get ahold of parts staff in a timely manner -no time to upsell -wrong parts often -very understaffed
<p style="text-align: center;"></p> <ul style="list-style-type: none"> -opportunities to get business from local shops -opportunities to upsell customers -reach out to local businesses & sell them parts -our online parts sales are non-existent 	<ul style="list-style-type: none"> -Corona Virus, lack of parts, team members off Covid -Terry is getting ready to retire -Not able to order certain gm parts (Truck steps) -Customers shopping online due to Covid
Opportunities (+)	Threats (-)

Write your goal statement:

I will work with my general manager to increase our yearly parts sales by 5% by Dec 31 2021