



STRENGTHS	WEAKNESSES
<p>We have dedicated, long tenured employees</p> <p>Enjoyable work environment in which team members are willing to help each other</p> <p>Support from management</p> <p>Emergence of used car sales has provided the service department with plenty of work</p> <p>Commitment of dealership to upgrade equipment</p> <p>Knowledge and skill set of senior technicians</p> <p>Dealership has a great reputation</p>	<p>Poor communication between advisors and technicians</p> <p>Lack of detailed information on repair orders</p> <p>Service Advisors reluctance to adapt to change or accept new ways of doing business</p> <p>Distribution of work, advisors tendency to show favoritism</p> <p>Ineffectiveness of the service BDC in regards to scheduling appointments</p>
OPPORTUNITIES	THREATS
<p>Evaluate pay and compensation packages relative to times and challenges of todays vehicles</p> <p>Bring more focus/training on electric and hybrid vehicles</p> <p>Investment in team building activities to promote a “team” concept</p> <p>Review service BDC and how to improve scheduling/appointment setting conflicts</p> <p>Upgrading computers in service</p>	<p>Other dealerships that offer compensation and benefits that are more competitive</p> <p>Holding all employees accountable for wearing masks</p> <p>Lack of upselling by advisors</p> <p>What happens if the market takes a down turn and used car sales are effected</p> <p>If the inequitable distribution of work isn’t addressed, could lose good B and C technicians</p> <p>Emergence of independent facilities (Firestone, Jiffy Lube, Pep Boys) and how that could effect our service retention</p>