

Qualitative Analysis

Strengths:

1. Great team work in a family-like environment, very united. Everyone very comfortable working with one another. Many friendships within the department.
2. We have a great people, products, and processes.
3. We have a large well-equipped shop with great resources and is always very clean. The size and capacity are immense.
4. Many years of experience amongst master techs and service advisors/mangers
5. Camaraderie, Pride, and Integrity

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Weaknesses:

1. Lack of Communication (between customers and advisors, between parts and techs/advisors, b/w make-ready and valets)
2. Disorganized techs coming in late with no sense of urgency and management allowing it to happen. Very low productivity.
3. Not enough appointments and insufficient work flow.

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Opportunities:

1. Ongoing training to be able to move up.
2. Not being envious of others and focusing on your own tasks.
3. Meeting regularly to sharpen our sales tactics and discuss ways to improve production.
4. Customers in service may need a new car
5. Improved morale and focus through self-improvement.
6. Repairs getting done faster means more jobs going in and coming out

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Threats:

1. We are losing a lot of work to ISPs due to our high hourly rate and our reluctance to discount. ISPs are willing to do the same work for cheaper prices.
2. Other brands that are now in the area (Lexus, BMW, Acura, Land Rover, Jaguar)
3. Delayed parts for cars in service.
4. Technicians putting work on the back burner.
5. Overall communication between sales and service department.