NADA ACADEMY

SWOT Analysis

Subject: New Car Inventory Turns

Strengths (+)	Weaknesses (–)
Large Inventory w/ high sales goals monthly Experienced Sales staff Aggressive sales approach with all sales All OPPORTUNITIES "touch the desk"-highly engaged management Huge customer base Aggresive realationship with Used car department. Very competitive pay plan Location of dealership	Staff is aging (slowing down) Having to hire new people with lack of experience and portfolio of customers. Complacency settling in. Skipping steps in the sales process that are vital in customer satisfaction Listening
Cut expenses such as foor plan Increase profitablity with FPA More customers in the portfolio. More potential trade-ins for used car department to capitalize onto increase sales and profits More opportunity for F&I department.	Lincoln Motor Company and there future plans Lack of products to sell Parts shortages that limit production of vehicles (example Corsair plant down three weeks due to Semi conductor issues) Very Competitive Lincoln market in Detroit area (9 dealers in a 40 mile radius
Opportunities (+)	**Threats (–)**

Write your goal statement:

I will increase my New Car inventory 3.175 to 5 by 12/31/2021

© 2021 National Automobile Dealers Association. All Rights Reserved.