SWOT Analysis

Strengths (+)	Weaknesses (–)
- Ability to serve a wide customer base - Good location - Talented salesmen -	- Used trucks too old to sell - Sometimes trades are not great - Slow to get front-line ready - Lack of used truck department established reputation

Opportunities (+)	Threats (–)
- Properly staffed - Increased sales/GP - E-marketing used trucks - Getting front-line ready quicker	-Economy - Supply chain - COVID - Competition - Weather/Natural disasters - Competition cheaper

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