

SWOT Analysis

Subject: Fixed Absorption

Strengths (+)	Weaknesses (-)
<ul style="list-style-type: none"> -Front line staffing -Additional BDC agent -Stronger ability to handle shop flow thru express -Additional Maintenance techs to handle express up-sell -Complimentary Car Wash -Discounted oil change on vehicles purchased here -New add service to send out campaigns -Positive cash flow 	<ul style="list-style-type: none"> -Express advisor staffing -Express tech quarter time training -Loss Sales communications -Service follow up
<ul style="list-style-type: none"> -Factory trained Employees -Building value in process -Businesses are opening back up -Utilizing different ways of communications to reach out to customers -Grow parts and service sales 	<ul style="list-style-type: none"> -Customers confrontational behavior -Competitive compensation for B&C Techs -Customers are putting less miles on vehicles -Competitive pricing on maintenance on after market shops -Over staffing for the market
Opportunities (+)	Threats (-)

Write your goal statement:

I will increase my fixed absorption percentage from 27.8% to 40% by June 30th 2021.