SWOT Analysis

Strengths (+)	Weaknesses (–)
Great morale between advisors and technicians	Hiring (need to do a better job of finding more tech's both certified and quick service technicians)
Experienced advisors	Bad OLP (customer service index) scores due to too much work, not enough help
Certified tech's - 7 of 10 techs are Subaru Certified	Not adaptive to technology. We need to do a better job via text messaging and video walkarounds
Service Manager with 25+ years experience	Poor job at upselling. Too many one line RO's
Experienced tech's - 4 tech's with 10+ years experience	Sales skills
Gross profits have improved year over year for a running 5 years	Too many one line RO's are creating a poor FRH per RO ratio
Gross % of sales	Poor relationship between parts and service department
Great relationship for throughput of used cars between used car manager and service dept	Need to do a better job of capturing the first service after new car is sold
Willingness to grow and learn	Need to do a better job at marketing our service department
Great new facility! Additional 14 service bays, 3 service advisor desks, and added additional drive lane	

Opportunities (+)	Threats (–)
Number one new car department in the district creating more business opportunity for service	COVID
Brand new facility with 22 bays only 10 total technicians. Plenty of room for growth	Unemployment. This has made it very difficult to hire quick service technicians
Only Subaru Certified Service Center within a 30 mile radius	Michigan weather
With our facility expansion, we are putting in a detail department	Lot Construction
Plenty of opportunity for gross	

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