

SWOT ANALYSIS - N326 - Roy O'Brien Ford

Below is a summary of the findings from the SWOT Analysis

STRENGTHS

Most common input regarding a strength of the dealership/service department is that we are a **family owned business** that, in turn, values relationships in the workplace and also are employee's relationships and family life outside of the dealership. Some employees expressed that they appreciate the dealership being **closed on weekends in order to allow employees to spend time with their families**. Another commonly identified strength, is our **loyal and friendly customer base**. One employee pointed out another strength is that **vehicles are repaired in OEM parts that are covered under warranty**. Some employees also identified the **experienced staff** as another strength. Finally, our geographic AOR and its representative demographic (middle--> upper class) were identified as a strength.

WEAKNESSES

The most commonly identified weakness pertained to **technician pay and/or cuts in labor time**. Another commonly identified weakness is the current **marketing strategy (or lack thereof)**. Some employees (likely technicians) also complained about the extent of required training and alleged that it had little to no utility. One employee complained that "**many staff members have low morale,**" and that there is "**no communication between departments.**"

OPPORTUNITIES

Opportunities received the least in depth feedback from the surveyed employees. One employee wisely commented that **we have the technical advantage and resources to fix vehicles independent shops do not**. Another employee suggested that **we should have inspections on all vehicles, not just those getting oil changes**. Two different employees recommended expanding our Internet presence and advertising strategy. Finally, one employee identified an opportunity in expanding technician repair specialties.

THREATS

There was some overlap between this section and the weaknesses section. Some employees **reiterated that the cut in flat hour pay times has also resulted in a decrease in quality** (probably due to technician's morale rather than not having enough time to do the work). Our DMS was mentioned as "**slow and inefficient as compared to other available options.**" One employee mentioned service advisor and other **personnel turnover** as a threat. **Independent shops** were identified as a threat by more than one employee. The **proximity of other dealerships** in our area was also identified as a threat.