

SWOT Analysis

Subject: NEW VEHICLE INVENTORY

Strengths (+)	Weaknesses (-)
<ul style="list-style-type: none"> 1: Trusted Brand . 2: Mid-Range Vehicle . 3: Drives like a regular sedan . 4: Excellent Management team with a exceptional knowledge. 5: New designed SUV with most of the Updated Features. 6: Competitive Pricing . 7: Aggressive Financing . 8: excellent Customer Service. 	<ul style="list-style-type: none"> 1: Sale : Limited knowledge of product 2: Foreign Company, Loses the American loyalty consumers. 3: Limited number of new cars in stock. 4: Number of employees in the Sales team (We do not have enough sales consultants). 5: Advertising Strategy (Tight Marketing Budget). 7: Too quick to discount to save deals. 8: Employee Programs, We do not have any programs. to help employees improve.
<ul style="list-style-type: none"> 1: Institutionalizing processes to create consistency. 2: Adoption of Technology. 3: Exceeding Customer expectations . 4: Training and Improving Sales skills. 5: Recruiting quality Employees . 6: Find new trend that might open doors for my dealership. 7: Improve market strategy. 	<ul style="list-style-type: none"> 1: Constantly creating better technology . 2: Continuous Maintenance . 3: Rising demand on Hybrid and Electric cars with Luxury appeal. 4: Aggressive Competition. 5: New Technology car system. 6: Bad Economy. 7: Increase Regulations .
Opportunities (+)	Threats (-)

Write your goal statement:

I will Increase Gross Profit from \$15585.00 to \$50000.00 by September 30, 2021