

SWOT Analysis

| Strengths (+) | Weaknesses (-) |
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| <ul style="list-style-type: none"> *Celebrating our 50th year of ownership serving the city of Orange and surrounding counties *Experienced sales staff with minimal turn over (note: avg sales employee tenure is 8.7 years) *competitive pay structure. Useful in attracting and retaining the extremely qualified sales professionals *Sales Staff provides a sales experience that guides the customer through the entire sales process from meet and greet to the delivery (with the exception of F&I) *Daily Management Involvement. Sales training, etc Over 500,000 UIO | <ul style="list-style-type: none"> *Used car reconditioning. Currently our turn around time is 7-10 days depending on several other factors (trade in, lease return, purchase etc). Fix: Streamline process from the Service Department to the Body shop * Increase Internet Sales. Increase our Digital presence. Develop stand-alone Internet Department with personnel specific to on-line sales. *Phone skills training. Develop written process to address the opportunity on phones |
| <ul style="list-style-type: none"> *Develop strategy to create awareness with Alternative Fuel Vehicles * We are one of 5 dealerships in the So California area with the ability to sell Hydrogen vehicles. As the Auto Industry continues to shift away from Combustion engines, We have an opportunity to Pioneer An Alternative Fuel Campaign driven to showcase the Hybrid, Fuel Cell, Plug-in Hybrid and All Electric vehicles that we have available | <ul style="list-style-type: none"> * Carvana,, Carmax, Any on-line used car buying service * Opportunity to develop a specific process that can aggressively target market or identify pre-owned vehicles in and around our PMA |
| Opportunities (+) | Threats (-) |