

SWOT Analysis

Subject: SERVICE DEPARTMENT PROFICIENCY

Strengths (+)	Weaknesses (-)
<ul style="list-style-type: none"> *CERTIFY 100% TECHNICIANS *STOCK FAST MOVING PARTS *LOCATION OF SERVICE BAYS ARE CLOSE TO CLOSE TO WASH AREA *USE AS CLOSING TOOL IN THE NEW/USED CAR DEPARTMENT *ADVERTISE TOYOTA SERVICE DEPARTMENT OPEN 7 DAYS A WEEK 	<ul style="list-style-type: none"> *CURRENTLY 3 SHIFTS *HOURS OF OPERATION 7AM-7PM M-SAT
<ul style="list-style-type: none"> *ADDITION OF 1 OR 2 BAYS *HIRE ADDITION T-TEN OR AYES STUDENTS *PROMOTE LOT PORTERS TO LUBE TECHS *INCREASE HOURS OF OPERATION *OPEN SERVICE FOR LOF (ONLY) ON SUNDAYS *SERVICE FLEET ACCOUNTS ON SUNDAY WILL INCREASE THEIR PRODUCTION AS WELL 	<ul style="list-style-type: none"> *NEIGHBORS NEAR DEALERSHIP MAY NOT WANT TO HEAR NOISE FROM SERVICE ON SUNDAY *CHANCE FOR ACCIDENTS INCREASE *COMPETITION FROM LOCAL LUBE FILTER BUSINESS IE JIFFY LUBE AND FIRESTONE
Opportunities (+)	Threats (-)

Write your goal statement:

We will increase proficiency (efficiency X productivity) 15% from 96 L.O.F/day to 112 L.O.F/day by September 30, 2021