Corey Owens N369

Qualitative Analysis - Strengths

① all service writers has been with the company for more than three years & has developed a following when it comes to a Customer Base.

② Customer Base has the ability to pay for good & services if sold to them white, Our Customer are Smart, so they must be explained to in a proper manner.

③ We have a lot of Journey Man Techs, so more of them than not we have have the ability to fix thing Right the First Time, which is Good for Customer Satisfaction.

Qualitative Analysis - Weakness

① Service Department Hour Dont mirror that of the Sales Dept.

② Most Techs are very Mature, so they move a bit slow and can need a little bit of a push.

③ Not Enough service loaner to accommodate @ y customers thats calling on the phone, and not turn down work.

④ Not selling all the available Tech time or mismangment of Techs time via wrong Tech Doing wrong Jobs.

⑤ Part Department limited on parts. on hand, Not stocking based on data / lost sales Reports.

Qualitatve Analysis. - Opportunties

① Drive and increase more cross sales.

② Increase loaner from 20 to 40 car to assit in number

③ Service All makes & Models.

Qualitatve Analysis — Threats.

① Techs work stopage, Union strike.

② No Buy In From Employee's, No Cooperation From the Technians,

③ Another Pandemic.

④ Micro Chip Problem that stop Us From Getting Cars,

⑤ Parts For Repairs Not Being avaible,

OBJECTIVE.

① To sell 100 Percent OF avaible Tech Time.

② Increase Sold FRH ~~xxxxx~~.

TACTICS.

① Extend Hours to Mirror Sales Depart.

② Increase loaner availablity to Increase More Work,

③ Mange Work Better, ~~the~~ Right Work with

With Correct Techs,

④ HIRE ONE More Service Writer To. HANDLE Increased HOURS

⑤. More Techs To Cover Hours, with a advance Know Notice To Union & Techs.

⑥ HAVE Porter Bring Vehicle To Tech. stalls.

Numbers. 10 TOTAL Techs
FRHS WAS. 1671 @ 1.56 Per.
RO. @ $1.10 a Hour,
The Math We are looking to achieve. 10 Techs X 7 Hours A Day of availbity Equals 70 FRH Times 26 DAys. 1820 SOLD Hours,

1820 - 1671 Equals. 149 Hours Unsold @ $110 a Hour = Equals = $16,390 In Gross. Times 71 Percent. Equals = $11,636 In NET Gross, to Service Plus 149 x Avg Tech Pay $33 a Hour 4917 ÷ 26 Day, = 189 a Day ÷ 33 = 5.73 Hours a Day Unaccounted FOR! WASTE

Service to Parts Ratio is 1.73 Sales Dollars.

$16390 Service Gross Sales. Dollar - $\times$.73 =

$11964 $\times$ Current Part Gross Profit Percent, 36% =

$4307.29¢ GP For Part Total For

Part & Service - $11636 - Service GP P.
$4307.29 Parts GP P.
+ 4917 Loss Productivity
$20,860 Swing to Bottom line,

The Way to Get to this is Simple Monitor Tech Hours Daily & Feed as Nessary & Never Turn Down Work.