

SWOT Analysis

Subject: Pre-owned Days Supply + Turns

Strengths (+)	Weaknesses (-)
<ul style="list-style-type: none"> • Has our used car team for the Auto Group Knowledge + Expertise • Access to quick turning lease returns • Digital Retailing • Sales managers doing appraisals with customer's involved • Location • Ability to sell from other 10 AG stores 	<ul style="list-style-type: none"> • Recen process - Tracking <ul style="list-style-type: none"> ✓ Complete shop ✓ Pies online ✓ on front line • Getting ^{Internal} Cars worked on for Saturdays • Staffs Knowledge of inventory, ^{Flipping} spec new to used.
<ul style="list-style-type: none"> • In store walk around videos using video. • Selling + Buying cars to service cust. • Selling more from other 10 AG stores 	<ul style="list-style-type: none"> • No access to Carfax • Market Changes • Lease companies not selling to other manufacturers. • Carvana, Vroom ect... • Delayed titles on trades
Opportunities (+)	Threats (-)

Write your goal statement:

We will lower our days supply of pre-owned vehicles to 30 days which will bring our turn to 12 by August 2021. (Buy + Sell in same market)