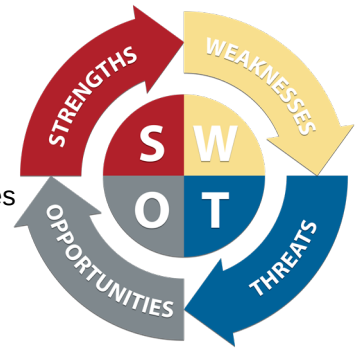
SWOT Analysis

Strengths (+)	Weaknesses (–)
Part of the Kahlig Auto Group. Posted Prices Management involvement during deals Relationship with manufacturer and financing lender Inventory purchasing Business attire	Additional sales staff Used inventory time to front line Only 4 years in business as Chevrolet dealer



Continue to provide inventory for our sales staff so they continue to succeed.

Extend delivery options.

Make purchase easy for customer.

Covid 19

Lack of inventory

Not having sales staff prepared for advancement.

Not continuing to hire, train, and motivate.

Opportunities (+)	Threats (–)

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