

SWOT Analysis

Subject: Used Vehicle Inventory - Days Supply

Strengths (+)	Weaknesses (-)
<ul style="list-style-type: none"> *Solid liquidity - Cash on Hand to purchase vehicles *Store Philosophy and Transparent Processes *Primarily Well Trained and ethical Sales People *Increasingly positive regional reputation during the inventory crises due to our sales process *Great used car manager *Good wholesale profit *No used car floor plan *Excellent Payplan incentivising used car acquisitions 	<ul style="list-style-type: none"> *Lack of inventory *Inconsistent appraisal offers depending on who is sitting on the desk and which sales person brings it to them. *Process breakdown. Sales people trying to take advantage of incentives for outright purchases, etc. *Increased recon costs due to poor appraisals with inadequate deductions. *Less NC/UC inventory leading to fewer new car sales and thus less opportunities to acquire trade-ins
<ul style="list-style-type: none"> *Expanding the search for outright purchases *Working the service drive *Data Mining the CRM *Expanding Lead providers *Further incentivizing sales people to acquire outright purchases, Lease returns and trade-ins *Increase training to insure adherence to trade/purchase process. 	<ul style="list-style-type: none"> *Other players such as Car Max making outrageous offers. *Obtaining too many second rate cars out of desperation *Being stuck with over priced and undesirable inventory when the market starts returning to normal *Retailing used cars that might be below our usual standards
Opportunities (+)	Threats (-)

Write your goal statement:

My goal is to increase Used Vehicle days' supply to 30 days by October 31; we are currently at 19.36 day supply and need to maintain inventory with a total value of nearly \$1M more than our current investment.