

## **Strengths**

1. State of the art facility, professional friendly staffs.
2. we'll go the extra mile with pickup and delivery service.
3. Shuttle and loaner vehicle program always available for your guests.
4. Accessories from sales Dept and Pre-owned recon to feed internal
5. High percentage of retention customers.

## **wEAKNESSES**

1. Shop performance and service advisors need training.
2. Parts counters are lazy and attitude.
3. No shop foreman to help the shop.
4. No consequences when some of the employees made misstate.
5. Cut back store hours due to Covid
6. No products display in our side out the building.

## **OPPORTUNITIES**

1. Sarramonte Acura dealer Closed: Capture customers from that area and offers pick up/delivery.
2. Most customers are driving Acura within our territory, and high percentage of retention customers. We're within 10-20 miles from most of high-tech companies (Facebook, Google, Lam Research, Tesla, Fedex, check OBW log and Phone Survey (CSI)
3. We're double our budge on mailer, email campaign, our source phone call, and much more.
4. We will expanse our store hours.

## **THREATS**

1. Driving habits have not returned to normal levels.
2. Increasing EV sales.
3. Closed early may hurt our business.
4. New Acura dealer within 28 miles from our dealership.
5. Not enough Pre-owned recon due to supply issue.

# **Objectives / Strategies / Tactics**

## **Objective**

- 1) Increase up sales from 1 line RO
- 2) Trains tech and service advisors often
- 3) Make sure Parts counters communicate with sales and service.

## **Strategies**

- 1) Makes sure salesperson in our service drive daily to acquire more used car or upgrade.
- 2) Retrain or replace under performance advisors or technicians
- 3) Make sure service advisors ask for referral

## **Objective**

1. Maintain State of the art facility, professional friendly staffs.
2. Monthly forecast for Technicians and Advisors.
3. Incentivize with new pay plan or bonus.
4. Hold weekly or monthly meeting with the team.

<b>Task</b>	<b>Role</b>	<b>Completion Date</b>
Training advisors	Service manager	November 30 <sup>th</sup>
Create menu for Sales dept & Service dept	Service manager	November 30 <sup>th</sup>
Monthly Parts Dept meeting	Parts Director	Monthly
Monthly Shop/Advisors Meeting	Service Director	Monthly
Create Tech bonus program	Service Director	December 30 <sup>th</sup>
Market the service department (email campaign, mailer, phone.....)	Service Director	November 30 <sup>th</sup>