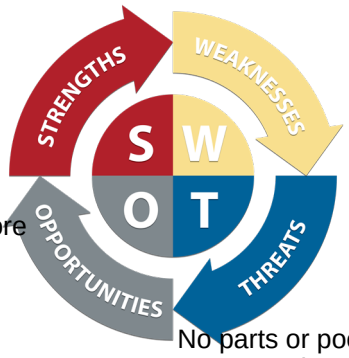
# SWOT Analysis

| Strengths (+) | Weaknesses (–) |
|---|---|
| Long term employee<br>Always paper trail<br>Good customer service | Special order process<br>Sometimes quote wrong the price<br>lack of explanation process<br>Not returnig customer call backs<br>Over promise and no sense of ugency |




stablish new relationships
more income for the employee and the store
better CSI
get new customers

No parts or poor Availability
Not enough staff/ techs
Covid excuse
Competitive prices

| Opportunities (+) | Threats (–) |
|---|---|

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