

Strengths

Profitable car lines
Only Dealer in town
Highly skilled techs
Greenville is growing rapidly
Advisors and Techs knowledgeable
Able to offer options
Support staff is finally assembled
Great customer Pay business
Great F&I penetration, \$\$

Weaknesses

Facility small and antiquated
Parts Department has no room
Surrounding Stores Dominate
Assets and buildings
Small staff hinders coverage
Service is open before Sales
Low Gross % due to High Tech Pay

Opportunities

Market has exploded,
Adding 3 techs next year
Increase Labor rates
Hire low cost techs to do LOF
Strategic discount placement
No accessory buy in from sales
Facilities
4 Lines of Product Knowledge by sales staff

Threats

Facility is not Luxury, Competition is
Longer service interval
Loaner availibility due to parts delays
Tesla
No room for Growth
Other cities that have built new
OEM involvement in Retailer World
Carvana/Vroom/etc