SWOT Analysis

Subject: Parts and Accessories Inventory

Strengths (+)	Weaknesses (–)
Our store has been a business since 1910, lots of long time customers and accounts Our fixed ops manager and wholesale parts advisor have been with the company since 1982 (40 years each) New parts and assistant parts manager are aborbing info very well	We got out of wholesale due to extremely strong competition (dealers selling at a loss in some cases to gain acounts) and we are stuck with some aging body parts We closed our bodyshop where a lot of GM customers brought there vehicles for body work - it is now leased to FIX auto and it seems like they dont get as many GM vehicles as we used to There are internal issues with ordering non returnable parts - customers dont end up coming back for repair
Opportunities (+)	**Threats (–)**
New parts manager and assistant manager eager to try new ideas Our outside sales (40 year guy) retired and we have not replaced him - i think it is important to get someone knocking on doors and re-establishing long term relationships Get rid of aged inventory through non traditional channels - ebay - facebook marketplace - possibly list problem parts on a separate page of our website Utilize the other dealers in our ownership group to try and help offload some difficult parts - they may be more in demand in the edmonton market Collet deposits on non returnable parts more frequently Ensure all of return reserve is used everytime	Our obsolete inventory is quite aged and may be difficult to get rid of if the parts are not in high demand Tough wholesale competition in Calagry Parts being sold online by other dealers and now GM too

Write your goal statement:

I will lower parts and accessories inventory dollar amount (freeing up frozen capital) from $838168 to $65000 or lower by June 1, 2022

First step would be get an outside salesman back, second ensure all GM funded channels are being used to reduce obsolence, third would be tighten up ordering processes so we dont keep adding to the problem, fourth would be try every means possible to offload these old parts, online etc, 5th make everyone involved aware of a non returnable parts - including the customer, possbily take credit card on file even if it is warranty