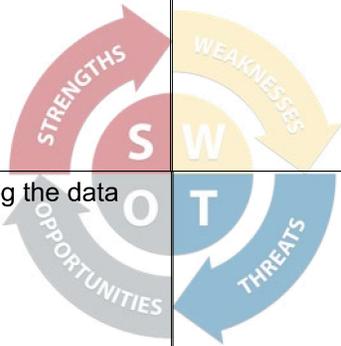


SWOT Analysis

Subject: Pre-Owned Vehicle Frozen Capital

Strengths (+)	Weaknesses (-)
Inventory mix Average gross per unit sold Low percentage of purchase cars compared to trade-ins	Total sales volume Total sales dollars Days in Recon (Days to Front Line) Average inventory costs compared to sales cost per vehicle sold (too high) Low pre-owned absorption %
Stocking the right units for my market using the data Reducing days to sell Pricing for velocity Increasing inventory turn Increasing sales and gross Clear exit strategy at acquisition Lower days' supply Better pre-owned absorption %	Online pricing tools Online acquisition companies Larger pre-owned operations with a better mix of inventory and a variety of price buckets
Opportunities (+)	Threats (-)



Write your goal statement:

I will decrease my pre-owned frozen capital by 50% of the January 2022 figure by April 30, 2022 to improve the overall health and profit potential of the pre-owned department.