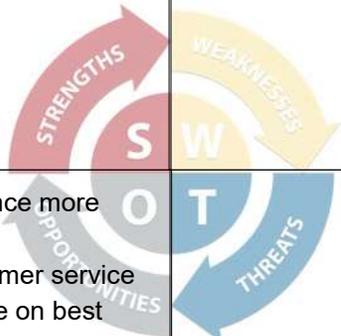


SWOT Analysis

Subject: used car

Strengths (+)	Weaknesses (-)
<p>low employee turn minimum outside vendor work fast turn around to line from recon good mix of inventory online inventory easy to navigate</p>	<p>difficult management poor customer service from management level marketing and advertising not targeted and not measurable not utilizing all tool to make the most accurate bid pictures can be slow to load for the online offer</p>
<p>improve in marketing and targeting audience more efficiently training management to have better customer service training sales staff to keep them up to date on best practices better tools for bids that are accurate more online purchasing choices for consumer to buy online</p>	<p>major used car internet companies such as vroom and carvana customers holding vehicles longer market shortage driving up used car prices big used car lots such as car max interest rate rise</p>
Opportunities (+)	Threats (-)



Write your goal statement:

I would like to increase the inventory turn from 5.9 to 7 by september of 2022