

**SWOT Analysis**

Subject: Pre-Owned Inventory Frozen Capital

Strengths (+)	Weaknesses (-)
<ul style="list-style-type: none"> <li>• Excellent Wholesale mgr.</li> <li>• Multiple Auctions every day of the week.</li> <li>• Great inventory Selection/variety.</li> <li>• Zero units over 90 days</li> </ul>	<ul style="list-style-type: none"> <li>• Rapidly changing market</li> <li>• Titles depending on Retail deal Funding</li> <li>• Need to increase turn.</li> <li>• Need to not have any units over 45 days - pay plans to incentivize.</li> </ul>
<ul style="list-style-type: none"> <li>• Online auctions make vehicles available to any dealer in the country</li> <li>• Online Social media advertising</li> <li>• Options to ship to customers.</li> </ul>	<ul style="list-style-type: none"> <li>• Supply / demand.</li> <li>• Fuel prices</li> <li>• market adjustments hard to keep up with.</li> <li>• Local competition: Liberty/ Auto mall within 5 miles.</li> </ul>
Opportunities (+)	Threats (-)

Write your goal statement:

I want to decrease my Pre-Owned Vehicle Inventory total Frozen Capital from \$874,370 to under \$500,000 by April 1<sup>st</sup> 2022 to maximize available cash and an increase in Pre-Owned Gross Profit.