

Qualitative Analysis

Strengths

1. **Large Customer Base.** We have a large following of loyal VW customers. We also happen to be between two other Volkswagen dealers that do not have the capacity that we do.
2. **High Retention.** Our service advisors have and continue to do the right thing which customers notice and appreciate.
3. **Technology.** We use an online appointment scheduler as well we use platforms to stay connected with our customers via text and coordinate complimentary pick up and deliveries.
4. **Technicians.** We have three VW Master technicians and the rest show great promise and understanding of the brand and our culture.
5. **Equipment.** We have every tool necessary to work on any VW.
6. **Education.** Every technician is sent to manufacturer training, from Express technicians to A technicians until they receive Master status. Through our other dealer we are able to offer online college courses allowing them to better themselves.
7. **Advancement.** We have many employees within the company who have moved up in managerial positions.

Weaknesses

1. We are always in need of technicians.
2. Cars are not going through the shop efficiently. Can be better.
3. No aggressive marketing for service department.
4. Parts availability is low, almost everything has to be ordered.

Opportunities

1. Monitor lost sales/declines services and reach out to clients to close sale.
2. Increase marketing of service dept. Keep us in the faces/minds of the customer.
3. We have a young management team that strives to do better.
4. Increase appointments and allow more walk in traffic.

Threats

1. Service staff takes customers for granted at certain times. They fail to fully understand their value.
2. Service staff do not fully utilize the technology they have available.
3. Longer maintenance intervals and inclusion of electric vehicles will affect amount of traffic in the future.
4. Parts availability gets worse and worse.