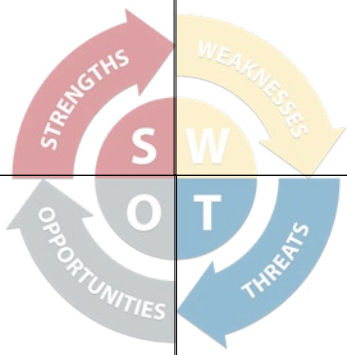
NADA ACADEMY

SWOT Analysis

Subject: Used Car Inventory Cost Is Too High

Strengths (+)	Weaknesses (–)
A lot of inventory to flip our "New" car buyers into since we do not have any new cars. The diverse inventory could bring people to our dealership that typically wouldn't expect us to stock as many off brand vehicles. Gives our salesmen the opportunity to see what our brand is going up against in the market. (Buick Encore vs Ford Escape)	It is really draining our cash flow. We are short mechanics and the over flow of used cars is backing up the shop. Hard to balance customers vs. inventory. Parts are not readily available so we can not turn and sell as quickly.
Allows us to turn to our wholesalers and get the vehicles out of here quickly. Incentivize the units we need out ASAP. Entice the salesmen to sell those units.	Puts the dealership at risk. May have to go into back up cash or dealer principle money. Causes stress to the service department and causes shop morale to decrease. Which causes a possible negative customer experience, Makes us have to floorplan used vehicles.
Opportunities (+)	**Threats (–)**



Write your goal statement:

Our goal is to decrease our used car inventory by April 4th. We have been working diligently with wholesale companies and enticing the salesmen to move the units so we can get money back into our dealership. The Used Car Sales Manager will also be spiffed on this at the end of the month as this is very crutial that it happens by the date stated.