

Strengths

- Strong service manager with advisor
- solid leadership skills.
- Solid ELR and dollars per RO
- Organization and large inventory of OEM tools away
- Strong and Knowledgeable shop foreman.
- Up to date training
- Extremely strong warranty admin
- Tech drive to learn and improve
- Supportive owner

Weaknesses

- lack of tenure and training for service advisors
- aged facility
- tech deadtime / tech proficiency
- Poor communication with customer / CSI
- tech loss due to EV companies
- New Volkswagen dealership less than 3 miles
- New back counter parts salesman
- Short Staffed (need car washer and porter)
- New / young techs with less experience.
- Low New car sales (Not feeding service dept.)
- Dealership location

Opportunities

- Social media presence (advertising / relevance)
- Tech training
- Parts availability
- Parts counter training
- speed of repairs (techs working faster)
- More traffic / more customers
- Tech efficiency (produce more hours)

Threats

- New VW dealership less than 3 miles away.
- EV companies tacking seasoned techs
- area dealerships off insane discounts
- Parts delays (customers getting frustrated)
- OEM not having enough training (new techs)
- Tech motivation / hunger to make hours
- Customers unrealistic expectations (patience)
- Lack of communication between depts.
(Parts and service)