

Swat analysis 2022

* Indicates the number of times an item was noted on other surveys

Strengths: <ol style="list-style-type: none">1. good staff2. talking with tech's3. proper tools4. friendly environment5. Quality6. Family oriented7. Good workplace8. Employee experience9. Caring staff10. Good reputation11. experience	Weakness: <ol style="list-style-type: none">1. Staying on task (bouncing jobs)2. accepting change3. Poor communication **4. Tech's retiring5. Communication between departments6. Ford warranty times7. Employee's not caring8. Being in a small market area9. Outdated facility10. Personal appointments - take away time at work11. Smoke breaks
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Opportunities: <ol style="list-style-type: none">1. Training **2. Making customer happy3. Growth4. Future technologies5. Growing a/m in the service dept	Threats: <ol style="list-style-type: none">1. Getting parts2. a/m parts- other part stores3. Tech's leaving and no new tech's **4. Communication*5. Saturday's6. Tech's losing customers7. Making changes that cause the loss of Customers8. Matrix may deter customers9. Matrix too excessive10. Complacency11. Lack of quality pool of new hires.
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Objectives

1. Improve gross on customer pay R.O
2. Begin tracking lost sales
3. Increase productivity for techs
4. Getting all Diags the same throughout the store
5. Gain more experienced techs in the shop
6. Make it easier for customers to understand what repairs involve and what everything does
7. Improve communication throughout the shop
8. try and stop the discounting

Strategies

1. Implementing Video MPI
2. Teach the parts department about lost sales and the importance of marking them
3. Begin developing lateral support groups
4. Begin training the younger techs with our shop foreman, the younger techs will begin to look at the used vehicles similar to the shop foreman
5. Keep the constant training for everyone in the shop
6. Get menus for the advisors to recommend to customers, making it much easier for advisors to sell.
7. Dummy down the language we use, most customers don't know the lingo and what certain things do
8. Daily meetings every morning, keep everyone informed that communication is key to success
9. Implement a variable discount, this will make it so we can control the discounting (ex. State police, EMT, Veterans)
10. Work on SWOT analysis, communication between advisors, techs and parts department. Implementing inviting Shop Foreman and one tech to monthly Fixed ops dinner.

Tactics

1. Set limits on the ability of the advisors to discount. Responsibility of Rich Landman by 6/1
2. Set limits and abilities of the parts counterman to discount parts. Responsibility of Randy Carlson and Mike Blanco by 6/1
3. Set up the process to track lost sales and monitor. Responsibility of Mike Blanco to provide report to GM weekly
4. Creating a menu to be presented by the advisors at time of write up using I pads. Responsibility of Rich Landman by 7/1
5. Begin to implement Shop Foreman mentoring program by moving younger techs closer to Master Tech. And also create a pay plan for the Shop Foreman to promote training and the productivity of those techs. Responsibility Rich Landman by 6/1