

SWOT Analysis

Subject: Used Turn Time and Front Gross

Strengths (+)	Weaknesses (-)
<p>*Sales Team wanting to make more money, Increased sales=increased income. On board to sell more cars</p> <p>*Just moved to new building, move bays in service to push units through inspection faster, more hours turned for techs.</p> <p>*Getting alot of attention right now because of new location/building</p>	<p>*Sales Manager has some time management skills to work on to keep units going through front line ready process and not a fan of volume over gross</p> <p>*Already over booked in the shop, can they add to the increased used car production and still do a good job? or will they just push them through to get it done?</p>
<p>*Good relationships with buyers/wholesalers to get more used inventory</p> <p>*hired 3rd party picture taker to come 3 times a week to take and upload pictures faster to the all internet postiing</p>	<p>*buy the wrong inventory to maintain levels, but with smaller margins we buy the wrong inveroty and loose money at the sell</p> <p>*next town or dealership is over 100 away, we sell well to or local market, but can we bring in enough out of town deals to increase production</p> <p>*will the price of used cars maintain to support the cost we had to pay for them</p>
Opportunities (+)	Threats (-)

Write your goal statement:

To Maintain a \$3000+ Front End pre unti average but bring our average aged unit from 115 day in inventory to under 75 in hopes to increase unit sold, even with smaller margins, bringing in more trades/wholesale units to increase my service department gross from used inspections. Be under 75 days by the end of Q3