

Total SWOT

Strengths

- Knowledgeable leaders that know the techs strengths and weaknesses
- Good moral with employees
- Very knowledgeable and efficient techs
- A/C in the shop
- Good health insurance
- Good knowledgeable staff
- Quality reputation
- Top of the line facility and equipment

Weaknesses

- High overhead with a lot of waisted space
- Discounting
- Communication between all employees
- Over scheduling at times limits ability to sell recommended maintenance
- Communication between all departments and employees
- No retention programs or contracts with employees
- No human resources or actionable plans other than firing for employees
- No monthly/annual goals set in plan

Opportunities

- General maintenance items
- More of a menu to sell from
- More repairs at this time with new vehicle inventory limited
- Classes available to take if you want
- More vacation with number of years employed
- Retirement
- Streamlining and sticking to policies and not deviating or doing what we want across all people and employees
- Grow our service department hours per RO

Threats

- Leaders are comfortable and not accepting of change
- Lack of techs coming into the industry as current tech average age rises
- Quite a few independent repair shops in the area
- New shops taking employees or employees leaving
- Having inventory and parts shortages
- People leaving the industry and others not coming into it

Action Plan

<u>Task</u>	<u>By Whom</u>	<u>Completion Date</u>
Review our lack of policies and Stress the importance of HR and policies That can help all managers manage and make decisions.	GM	7/25/22
Show how change can be a good and can make things easier meaning with technology	Assistant GM	7/25/22