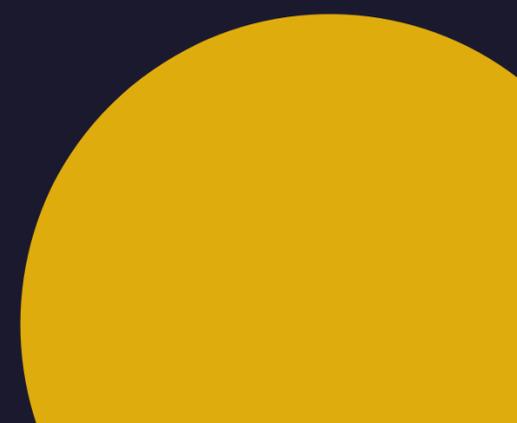


NADA 396

QUALITATIVE ANALYSIS



ALEC AND GENEVIEVE
WALKER





STRENGTHS

- OUR FACILITIES ARE IN WELL POPULATED AREAS WITH HEAVY TRAFFIC FLOW.
- YOUNG TEAM OF BOTH ADVISORS AND TECHNICIANS WHO ARE AMBITIOUS AND WILLING TO LEARN
- WE HAVE A VERY LOYAL CUSTOMER BASE ESPECIALLY WITH OUR SUBARU STORE.
- WE HAVE ALL MAIN SHOP TECHNICIANS ON THE FLAT RATE PAY PLAN WHICH HAS BEEN A HUGE IMPROVEMENT IN PRODUCTIVITY.
- WE HAVE A 10 BAY SHOP WHICH ALLOWS US TO GET MORE VEHICLES IN AND OUT ON A DAILY BASIS



WEAKNESSES

- ONE OF THE BIGGEST COMPLAINTS WE'VE BEEN GETTING IS HOW SMALL OUR LOANER FLEET IS
- EXTREMELY LONG TURN AROUND TIMES
- TOO MANY COMEBACKS FOR SIMILAR ISSUES
- WE ARE LACKING GREATLY IN MARKETING
- WE DO NOT HAVE ENOUGH STAFF TO BE ANSWERING AS MANY CALLS AS WE GET. WE HAVE THE ADVISORS ANSWERING CALLS, MAKING APPOINTMENTS, WORKING WITH THEIR OWN CUSTOMERS ON SITE, ETC. NEED MORE BDC HELP
- STORE HOURS: WE ARE OPEN M-F 7AM-6PM AND SATURDAY 8-4. A LOT OF OPPORTUNITY IS BEING MISSED.

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OPPORTUNITIES

- PEOPLE ARE KEEPING THEIR VEHICLES LONGER WITH CAR PRICES BEING SO HIGH RIGHT NOW. THIS IS GENERATING MORE SERVICE GROSS PROFIT OPPORTUNITIES WE NEED TO CAPITALIZE ON
- WE ARE SEEING MORE AND MORE YOUNGER BUYERS IN OUR STORES, WE NEED TO KEEP MARKETING TOWARDS THAT CLIENTELE, BECOME MORE ACTIVE ON SOCIAL MEDIA AND WITH OUR ONLINE PRESENCE
 - LIVING IN A DIGITAL ARA
- PUTTING UP A DEALER AND NON-DEALER COMPETITIVE PRICING BOARD IN THE SERVICE DRIVE

THREATS

- INDEPENDENT SHOPS ARE OUR BIGGEST THREAT
 - PRICINGS
 - STORE HOURS
 - WAIT TIMES FOR EXPRESS SERVICES
- LACK OF PARTS RIGHT NOW. COMMON PARTS ARE ON BACKORDER. THE SUPPLY CHAIN IS HURTING US

OBJECTIVES:

- CONTINUOUS IMPROVEMENTS ON TECH PROFICIENCY AND EFFICIENCY
- KEEP TECHS BUSY AND MOTIVATED WHEN SHOP GETS SLOW
 - HAVE THEM PERFORM SAFETIES ON USED CARS, PDI'S, CLEAN THEIR BAYS
- OPEN SCHEDULE UP EVEN MORE AS WE CONTINUE TO GROW
- IMPROVE GROSS ON CUSTOMER PAY REPAIR ORDER PARTS AND LABOR
- TRACK LOST SALES

STRATEGIES:



- ALL DISCOUNTING MUST BE APPROVED BY SERVICE MANAGER
 - ADVISORS, PARTS COUNTER PERSONNEL CANNOT AUTHORIZE DISCOUNTS
- STAY RELEVANT WITH COMPETITORS PRICINGS
 - BOTH DEALER AND NON DEALERS
- INCREASE OVERALL EFFECTIVE LABOR RATE BY INCREASING A MIX OF REPAIR ORDER WORK
- QUARTERLY APPLY FOR WARRANTY PAY INCREASE

TACTICS:



- DISCONNECT DISCOUNT ABILITIES FOR ADVISORS. ALL DISCOUNTING MUST GO THROUGH SERVICE MANAGER
- ADVERTISE COUPONS OR SPECIALS THROUGH WEBSITE, APP AND MAIL TO GENERATE MORE TRAFFIC THROUGH THE SERVICE DRIVE



- ENSURE ENTIRE TEAM IS AWARE OF THE PROMOTIONS AND COUPONS AVAILABLE



- CREATE SPIFF/BONUS STRUCTURE FOR TECHNICIANS
- WEEKLY MEETINGS WITH FIXED OPERATIONS MANAGERS TO GO OVER FORECASTS AND WHERE EACH DEPARTMENT SITS THROUGHOUT THE MONTH



ACTION PLAN

TASK

BY WHOM

EFFECTIVE DATE

DISCONNECT DISCOUNT ABILITIES

SERVICE MANAGER

IMMEDIATELY

FIXED OPS MANAGERS
MEETINGS

SERVICE & PARTS MANAGERS

JULY 15TH

ALL TECHS ON FLAT RATE

SERVICE MANAGER

AUGUST 15TH

EXTENDED STORE HOURS

GM/SERVICE MANAGER

SEPTEMBER 15TH

TECH SPIFF/BONUS

GM/SERVICE MANAGER

OCTOBER 1ST