

<p style="text-align: center;">STRENGTHS</p> <ol style="list-style-type: none"> 1. Department Managers tenure and knowledge 2. Technicians’ tenure and knowledge 3. Foreman Tenure and knowledge 4. Location of the dealership 5. Sales Department selling trucks to increase footprint. 6. Having our own training center close to our location 7. Location size – 48 acres 8. Locations – being in Indianapolis vs farther away from the city 9. Multicultural staff – Speak multiple languages 	<p style="text-align: center;">WEAKNESSES</p> <ol style="list-style-type: none"> 1. Technician gap. 24 new technicians hired in the last 24 months. Have 24 technicians that are senior in our shop. 2. Customer service on proactive phone calls and updates. We are reactive. 3. Advisor staff is majority new. 4. Internal communication between departments and interdepartmental 5. Proper billing. Customers pay, warranty, internal. 6. Use all resources to fill parts orders.
<p style="text-align: center;">OPPORTUNITIES</p> <ol style="list-style-type: none"> 1. Speeding up the training for Technicians. Getting them Dealer ready faster. 2. Getting good staffing for Advisors to increase customer service. 3. Utilizing bay space. 4. Developing documented processes and procedures. 5. Having additional part employee to track down parts. 	<p style="text-align: center;">THREATS</p> <ol style="list-style-type: none"> 1. Market decreasing for our brand 2. Schools not teaching trades -Technician pool drying up. 3. Other dealerships increasing road service presence. 4. More independent shop popping up in our market. They have cheaper labor rates.