SWOT Analysis

Strengths (+)	Weaknesses (–)
great boutique area great products available have not done a good job selling lifestyle items in the past	introverts running a customer business current display is uninviting to shopping

better displays
racks to display vs keeping behind glass
additional products oakley, yeti ect
Zero restrictions on what we can do

items don't sell
can't teach parts people to be in the people business

Opportunities (+)	Threats (–)

© 2020 National Automobile Dealers Association. All Rights Reserved.