



<p style="text-align: center;">STRENGTHS</p> <p>Doubled the size of our shop. We have new drive over alignment checker, a second alignment machine, and a tire carousel to stock more tires. State of the art equipment. Great area of town that is growing larger every year. We are promoting a new shop foreman will oversee the shop.</p>	<p style="text-align: center;">WEAKNESSES</p> <p>Customer NPS scores need to improve. Sop tires take 2 to 3 days to receive. Gross profit on parts and labor need to increase. Business is slow. We need to market to more customers. Parking is horrible can cause delays in retrieving vehicles Waiting room is too small and always crowded.</p>
<p style="text-align: center;">OPPORTUNITIES</p> <p>Start working on all makes and models. Market more aggressively to our AOR. Market to competitive make vehicle as well. Add second waiting are for our guests.</p>	<p style="text-align: center;">THREATS</p> <p>We have 2 other Subaru dealerships in town. Warranty labor drops by 20 to 30 percent each year. Not enough maintenance available to complete on the newer vehicles. Electric vehicle will not need maintenance. Longer maintenance intervals keep the customer coming into our facility less times a year.</p>