

# Qualitative Analysis

## Strengths

1. Combined experience with multiple makes and models
2. Team work. Everyone helps with other with problem solving
3. Small dealer. Everyone knows everyone personally. Customers included.
4. Knowledge and skills with exotic market. Everyone has their area of knowledge which allows jobs to get done quickly with little research
5. Ability to service many luxury brands
6. Service available Monday thru Saturday
7. Common parts in stock when needed
8. Interdepartmental consistency. Employees use the same process, language, and guidelines.
9. Honesty. Employees are straight forward with expectations from the department and understand the same from the individuals
10. Positive work environment
11. Willingness to help each other
12. Communication between employees
13. Advisors are excellent at reaching out to their customers and explaining the work performed on their vehicles
14. We are never content with where we are at. Willing to work for more
15. Adapting to a higher volume workshop
16. Everyone smiles a lot
17. Everyone is willing to accept change and try something new.
18. Interaction with upper management in the service and parts department

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## Weakness

1. Lift designation. Each A-Level tech should have 2 lifts. 1 quick and 1 project lift.
2. Some techs down lifts on a constant basis
3. There is only 1 way in and out of the shop
4. No storage space for cars that are immobile and waiting on parts
5. Dealership events are not mentioned to employees unless they need help working the event
6. Not enough space in the shop
7. Parts and shipping over flows into techs workspace
8. Wait time for parts to help technicians
9. Access to service supplies (Wurth) for techs is often very crowded and difficult to get to
10. Alignment rack is often inaccessible
11. Not enough space for shop tools and parts inventory
12. Cars block shop space or stay on racks for too long
13. Outside department communication. Systems such as spreadsheets are in place to communicate between departments, but they are mostly incomplete, messy and hard to read through
14. Follow up ability with clients. Once the client is out of our sight or out of CDK list they no longer exist. If a special-order part is in or an update to their concern exists it may never be communicated.
15. Parts inability to answer phone calls for their department
16. Technicians do not punch on repair orders correctly which causes issues when claiming warranty
17. Communication with the parts department
18. Customer complaints to the service department where "sales promised" they would "take care of it"
19. Inability to book the same or next day service appointments
20. Not able to handle volume work

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## Opportunities

1. Accessory installation. Some companies are doing these installations and taking the basic service work with it.
2. Advertisement for accessory installation
3. Advertise track preparation and inspections
4. Service other makes and models for customers that have other luxury vehicle brands
5. Re-gaining 360 and 430 customers (old Ferrari's) for service work
6. Maintaining Ferrari customer relations with reminders
7. Customer's need to know that we are active in the vehicle community. Having a bigger presence at events and other events where our clients are enjoying their vehicles.
8. Gathering older vehicles and clientele with the Classiche program. If we have a 100% clear understanding of the process before we move, the transition will be easy.
9. Outside image of dealer. People think, "old and outdated" instead of "hometown and comfortable"
10. Install a service drive
11. Utilizing digital vehicle write up process with Wi-Advisor
12. Use tablets for advisors and sales department
13. Coupons and email blasts
14. Alfa Romeo loaner vehicles
15. Porters to check vehicles in for service and install a seat cover and floor mat during that process

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## Threats

1. Aftermarket accessory installation. Some companies are doing these installations and taking basic service work with it.
2. Service work being taken elsewhere locally to other dealers or independent shop to schedule when we are booked out to far
3. Customer's price shopping with non-branded facilities
4. Losing Maserati work to other dealers and independents
5. Losing sales to competing dealers
6. Alfa Romeo local dealers service pricing is a lot lower than ours
7. Other brands have pick up and drop services for loaner vehicles
8. Roadside assistance battery replacement
9. Other shops have quick lube. No appointment needed
10. Courtesy washes whenever the customer wants
11. The economy
12. All 3 of our brands customer are starting to call around to price match our parts and labor pricing.
13. Aging vehicle are going to independent shops and we are losing CP work
14. Online forums and what they are saying about us