

<p style="text-align: center;">STRENGTHS</p> <p>Brand: World renowned for reliability and low cost of ownership.</p> <p>Experience: Service team is full of members with decades of experience.</p>	<p style="text-align: center;">WEAKNESSES</p> <p>Customer Experience: We do not greet the customer timely or appropriately.</p> <p>Innovation: Using the technology available to</p> <p>Location: Being a commuter town, we struggle with being able to attain and sustain continued growth.</p> <p>Physical Store: Older store. Needs larger customer lounge with better Wi-Fi, chairs and work stations for those waiting for service.</p>
<p style="text-align: center;">OPPORTUNITIES</p> <p>Customer Service:</p> <p>Location: Being a commuter town, we struggle with being able to attain and sustain continued growth:</p> <p>Technology: Use tablets in the drive to check service customers in and offer free appraisals, etc.</p> <p>Synergies: Service the complement each other.</p> <p>Create Loyalty: Discounted services. Bundle services. Pick up and drop off service.</p>	<p style="text-align: center;">THREATS</p> <p>Competition: Free maintenance on all new cars for 2-4 years.</p> <p>Location: Being a commuter town, we struggle with being able to attain and sustain continued growth:</p>