

SWOT Analysis

Subject: Pre-Owned Frozen Capital

Strengths (+)	Weaknesses (-)
<p>Our average days to get vehicles front line ready is low.</p> <p>Our buying power is good, no restrictions on amount of inventory \$ allowed.</p> <p>We market vehicles well using good pictures and descriptions.</p> <p>We have a good mix of inventory.</p> <p>Strong lot pad process in place to write down old stock vehicles.</p>	<p>Over paying for trade ins to "make the deal".</p> <p>Not having a 100% dedicated Pre Owned Manager.</p> <p>We were not actively looking at pricing strategies on a weekly basis.</p>
<p>Using tools like V-auto to it's fullest capabilities to properly appraise and price our vehicles.</p> <p>In Canada auction prices seem to be dropping, so there are some buying opportunities there.</p> <p>Mining Auto Alert data base more often to obtain good trade ins.</p> <p>Use lot pad \$ more often to write down old stock faster.</p>	<p>Ford of Canada cancelling Certified Pre Owned program</p> <p>Increasing interest rates</p> <p>Higher cost of fuel due to Government Carbon tax will affect truck market.</p> <p>Recalls/availabilty of parts</p> <p>Fluctuating market prices</p> <p>US/Canada \$ volatility</p>
Opportunities (+)	Threats (-)

Write your goal statement:

I will decrease my Pre Owned Frozen Capital from \$593,832 to \$350,000 by February 28th 2023.