



<p style="text-align: center;">STRENGTHS</p> <ol style="list-style-type: none"> 1. VERY LOYAL CUSTOMER BASE THAT SERVICES & REPURCHASES DUE TO TRUST BUILT UP. 2. FOUR MASTER TECHS OUT OF SEVEN 3. THE ABILITY TO OPERATE EFFICIENTLY UNDER, LESS THAN IDEAL, SHOP CONDITIONS, ALL SEVEN TECHS HAVE BEEN HERE MORE THAN FIVE YEARS. 4. INTEGRATED APPOINTMENT AND MULTIPOINT SYSTEM THAT HAS THE ABILITY TO COMMUNICATE WITH CUSTOMERS, ADVISORS, & TECHS ESTIMATES, PICTURES, VIDEOS... TO MAKE EXPLANATIONS OF NEEDED REPAIR/MAINTENANCE EASIER. 5. SERVICE MGR & ASM HAVE 30+ YEARS OF NISSAN TECHNICAL EXPERIENCE & CUSTOMER CARE EXPERIENCE 6. ADVISORS ARE ALL VERY CUSTOMER FRIENDLY AND EASY TO DO BUSINESS WITH 	<p style="text-align: center;">WEAKNESSES</p> <ol style="list-style-type: none"> 1. THE SHOP IS VERY OLD AND NOT LARGE ENOUGH TO INCREASE CAPACITY, VERY TIGHT WORKING QUARTERS. 2. EQUIPMENT IS OLD & OUTDATED 3. ABILITY TO ATTRACT NEW TALENT 4. OUR LACK OF SPACE AND TECHS HAVE US TO A POINT WHERE IT IS SEVEN TO TEN DAYS TO GET AN APPOINTMENT. 5. LACK OF SUPPORT STAFF, BDC, RECEPTION, GREETER...
<p style="text-align: center;">OPPORTUNITIES</p> <ol style="list-style-type: none"> 1. PLANS FOR NEW LARGER FACILITY ARE IN THE WORKS AND CONSTRUCTION SHOULD GET UNDER WAY IMMINENTLY. 2. INCREASE STAFFING IN SHOP AND SERVICE DESK ONCE EXPANSION ALLOWS 3. WILL AGGRESIVELY MARKET EXTENDED AREA ONCE SHOP IS ABLE TO HANDLE THE INCREASE IN TRAFFIC 	<p style="text-align: center;">THREATS</p> <ol style="list-style-type: none"> 1. THE EVERDWINDLNG POOL OF TECHNICAL TALENT, ESPECIALLY YOUNG TECHS TO GROOM FOR THE FUTURE. 2. OUTSIDE SOURCES AGGRESIVELY PURSUING TECHNICIANS AND OVER PAYING TO HEAD HUNT GOOD TALENT AWAY 3. NEWER VEHICLES THAT REQUIRE LESS FREQUENT MAINTENANCE, DECREASE POSSIBLE MARKET SHARE