

Northgate Ford SWOT Analysis by Cheryl Miller N407

Strengths

1. Great product backed by manufacturer.
2. Solid group of Service writers with varying level of ability that work together to get the job done.
3. New Assistant service manager starting to be more supportive of the TEAM and help inspire them to grow professionally while surpassing customer expectations.
4. TEAMWORK

Weaknesses

1. Lack of quality technicians
2. Appointment takers not being thorough enough when making appointments.
3. Over scheduling the shop
4. Lack of quality updates from technician
5. Time to complete inspection and finish the job
6. Tech ability to complete work
7. Lack of Management follow up
8. Tech ability to get work completed quickly
9. Communication

Opportunities

1. Growth of wholesale/fleet customers
2. Updating menu pricing
3. Incentivizing
4. Training the Dispatcher to better dispatch the work to tech ability.
5. Training the Appt setters to ask quality questions when scheduling.
6. Doing more Pick up and Deliveries.

Threats

1. Upset customers, CSI, lack of customer retention.
2. Express Team time to complete job
3. Lack of staffing in the quick lane
4. Lack of follow up by advisors with customers
5. Labor rate \$185
6. Parts availability
7. Loaner car availability
8. Bad attitudes at work