NADA ACADEMY

SWOT Analysis

Subject: Increase PO Days Supply

Strengths (+)	Weaknesses (–)
Cash available to purchase vehicles Technology to determine best opportunities Strong BDC Longevity in the market Brand recognition	Condition of off lease vehicles Complacency Concern to think outside the box
Database mining Multi-channel purchase options Creativity in off lease vehicles Reconsider some recon expenses	Competitors trying to increase their days supply as well Carvana going out of business New Carmax opened 10 miles away
Opportunities (+)	**Threats (–)**

Write your goal statement:

I will increase my pre-owned days's supply from 21 to 30 by March 1st, 2023

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