

SWOT Analysis

Subject: Pre Owned Inventory Optimization

Strengths (+)	Weaknesses (-)
<ol style="list-style-type: none"> 1. We excel at having competitive pricing and guaranteed to be lowest price in a 200 mile radius based on year/make/model, condition, spec and miles. 2. Cars.com is a great tool for pricing 3. V Auto for appraisals 4. We price used cars online without our dealership fee 	<ol style="list-style-type: none"> 1. We lack inventory on certified pre owned vehicles 2. Reconditioning the vehicles in a timely fashion for: detail, inspection, parts replacement, bodywork, and mechanical repair 3. Transparency in pricing with our dealerfee 4. Few mechanical damages that were not caught by the service department upon inspection 5. Higher APR
<ol style="list-style-type: none"> 1. Pre owned market turn over still at a high point 2. Market adjustments to more reliable all wheel drive vehicles at Subaru when winter season 3. Accolades in safety for Certified pre owned vehicle 4. High resale value 5. CPO vehicles aggressive interest rates 6. Accolades from Kelly blue book's, J D powers, IIHS safety institute, Consumer Reports 7. Strong brand loyalty 8. Positive Reviews from pre owned buyers 	<ol style="list-style-type: none"> 1. Lower priced pre owned, and CPO vehicles from competitors 2. Lifetime warranty provided at competitor stores 3. Free services plans at competitor stores 4. Pre owned market falling 5. Increasing value of desirable pre owned cars 6. Inventory lot rott 7. Aged inventory 8. Adverse winter weather conditions 9. Pre owned vehicles prone to faulty parts and worn conditions 10. Customers have better experience from pricing at other dealerships
Opportunities (+)	Threats (-)

Write your goal statement:

We want to improve the metric of average cost of pre owned units retailed. A starting point would be to increase inventory and gross profit for pre owned vehicle, our goal would be to have aggressive day to day online pricing for pre owned retail and develop an effective advertising and marketing on the increased pre owned inventories. We plan to achieve the goal of lowering average cost of pre owned vehicle in January 2024.