

SWOT Analysis

Subject: Increasing Pre-Owned Sales Volume

Strengths (+)	Weaknesses (-)
1 Gross Profit 2 Reconditioning Time 3 Turn Rate	1 Current Inventory Levels 2 Acquisition - Experience with wholesale purchases/auction 3 Conservative ACV's - leading to possible loss trades
1. Increase Inventory levels to increase volume. 2. Leverage service drive to acquire more vehicles 3. Create acquisition compensation and incentives for sales staff 3. Utilize analytic tools to create a wholesale purchase strategy.	1 Reliance on new car trades, which is experiencing a squeeze on inventory from. 2. Constant changing market conditions, 3. Elevated used wholesale prices
Opportunities (+)	Threats (-)

Write your goal statement:

By the end of Q1 2023, increase pre-owned volume by 10% by implementing a wholesale purchase strategy and developing a incentive program for the sales team to acquire more vehicles, while maintaining consistant gross profit margins.