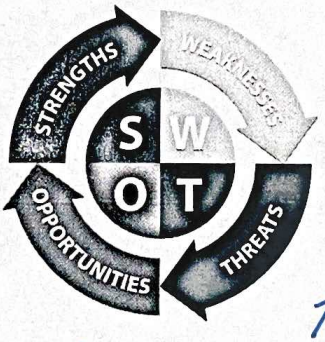
SMART GOAL #2

WARRANTY REIMBURSEMENT SUBMISSION

NADA ACADEMY

SWOT Analysis MAY 15th Projected Finish Date

Strengths (+)	Weaknesses (–)
Projected INCREASE from 29.6% to 37%	COST IS 4500 UP FRONT & 2.89 of the INCREASED G.P.
STRONG MANAGER & OWNER SUPPORT	



"NISSAN" FACTORY Doesn't Like THIS AT ALL

FOM IS RESISTING US ALL the WAY

38,000 in Additional GROSS PROFITS for 2023 BASED on 2022 #'s - with A WEAK SERVICE MANAGER.

NEW MANAGER & Better Process

Opportunities (+)	Threats (–)
Projection of 60,000 in Additional GROSS.	

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