

Service Department Analysis for Gabrielli Truck Sales of the Bronx

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Strengths

1. Gabrielli is a growing company and still room to grow more.
2. Continuing to build ne facilities and improve existing facilities.
3. Constantly hiring new employees.
4. Buying new equipment for the shop.
5. Key location to service the customer base.
6. Size of the company helps with support and parts for service dept.
7. Company promotes training and is constantly training techs.
8. We have a wide customer base and key accounts to keep shop always busy.
9. Within the company there is always room to move up and a plan for employees to have a career path.
10. Good key system to locate trucks in shop

Weaknesses

1. The need for more sufficient tools in the shop
2. Poor management
3. Efficiency is not at its most potential
4. Morale is low
5. Lighting in shop is not great
6. Parts availability is low
7. Shop is not organized well
8. Lack of management not listening to requests of employees to help make changes
9. The shop is an old shop and is not clean and can be unsafe
10. Customer satisfaction is low
11. Lost shop jobs
12. Closing jobs at end of month and not on daily basis
13. No express lube in shop
14. Lost parts sales in service dept

Opportunities

1. Availability of online training to reach master tech certifications
2. Availability of in house training for techs
3. Aggressive market to get more business in service dept.
4. Potential to grow
5. Promotions for employees
6. Working on all makes and models
7. Shuttling customers back and forth to get their service work.

Threats

1. The surrounding leasing companies are located closer to the Hunts Point market to get potential business and ease of service.
2. As a dealership we have a higher customer labor rate then our competition
3. Repeat work on issues in the shop
4. Teamwork in shop is low
5. Job security
6. Lack of attracting new employees to work in service
7. Old tools make's shop out dated
8. Losing employees without replacements

Objectives

1. Improve training for techs this will improve motivation for techs
2. Increase efficiency and productivity

3. Track lost opportunities to get work
4. Close jobs at timely fashion
5. Get better lighting in shop
6. Get better updated tools for techs and shop
7. Higher another service writer
8. Higher a service dept sales person to get more business in shop

Strategies

1. Start an Express lube bay
2. Discuss lost potential on parts lost sales for service dept with managers
3. Start working on all makes and models to increase shop work in the shop
4. Higher another service writer
5. Train manager to increase productivity
6. Organize work for techs to improve productivity in shop
7. Have service writers call customers to ensure they are happy with work that's done in our shop
8. Close jobs daily

Tactics

1. Advertise special discounts on express lube bay
2. Advertise our trained techs expertise on OEM brands
3. Have weekly meeting with service and parts managers to optimize potential of work flow
4. Look at lost sales to help improve it
5. Look close at discounted work to ensure max profit on shop jobs
6. Improve pay plan for shop employees based on productivity
7. Advertise special discounts on all work
8. Review jobs to improve our parts we have in stock

Action Plan

<u>Task</u>	<u>By whom</u>
<u>completion date</u>	

Install express lube bay ASAP	Service Mgr.
Advertise express lube ASAP	Service Mgr.
Advertise discount pricing ASAP On Express lube	Service Mgr.
Weekly Service and parts ASAP Manager meeting	GM/Service&Parts Mgr.
Track Lost sales to ensure shop ASAP Has sufficient parts for work	Parts Mgr.
Train 2 techs to be master certified Jan 2019	Service Mgr.
Close jobs daily ASAP	Service Mgr.
Higher Another Service Writer June 1 st	GM/Service Mgr.
Weekly meeting for techs May 1 st .	Service Mgr.
Advertise Certified Techs May 1 st	Service Mgr.
Higher a salesperson for Service Dept July 1 st	GM/Service Mgr.

Synopsis

I have come to conclusion that that our service dept moral is low and by putting into action the master certification of two techs this will help show our employees that there is a career path and potential to grow in the company. This will in fact have a great impact on producing better outcome of productivity in the shop by having these techs trained.

By adding an Express lube bay in the shop will increase our advertisement of being competitive to get potential new customers in our shop and drive what we do best which is heavy repair work. The customers will have an incentive to bring trucks in for express lube for maintenance on their trucks. Customers will see advertise discounted pricing on this.

Immediately we will look to interview potential service writers to fill this need. We will provide training to ensure he or she will be efficient for the job.

Meetings with Service and Parts Mgr's on a weekly basis will improve Productivity and Efficiency in the store. At this point we have a strong potential to grow of Bronx location in our service dept by doing a few key things to increase sales and profit.

