



<p style="text-align: center;"><b>STRENGTHS</b></p> <p>We have an exceptional shop foreman We have multiple highly skilled techs We diagnose and work fast We lead the district in Fixed first visit Air conditioned shop</p>	<p style="text-align: center;"><b>WEAKNESSES</b></p> <p>We don't focus enough advertising on service Our ASMs discount too much We don't keep up with SOPs Space Seasonality</p>
<p style="text-align: center;"><b>OPPORTUNITIES</b></p> <p>Specials on the drive weekly Competitive pricing advertisements Spiffs to help generate more mechanical repairs 50k people moving in to a new development right down the road</p>	<p style="text-align: center;"><b>THREATS</b></p> <p>We're out growing our shop Honda maintenance extended to 10k miles Hiring new employees The economy</p>