SWOT Analysis / Chris Kaminski

Strengths (+)	Weaknesses (–)
I have a very adaptable personality, allowing me to connect with customers and employees promptly and thoroughly. I feel I have a very good relationship with the entire dealership and make myself approachable. Within my 20 years at Heuberger, I have developed an extensive network of relationships to help me do my job. Being the largest Subaru dealership in the nation for 10 years running has allowed us to create a repeat customer base. Community involvement has strengthened our brand image as a family owned and family feel dealership. Honesty, Empathy, and Respect has solidified us as more than just a car dealership.	Communication store wide. Employee turnover. Taking control of situations, handling them myself, instead of delegating and assisting in the process. Employees saying NO to customers without asking Managers for an alternative remedy or solution. Finance "calendar" constricting the flow of deals. Allocations. All department heads not running at, or on the same pace as other leaders, causing mixed signals, confusion, or discontent toward the customer or other staff members.

Opportunities (+)	Threats (–)
Sales desk having more control and say over deals. (I.E Appointments, Check outs, Pre-checks, and timing of deals.) Staying ahead of the declining used car market, competitively pricing our units to move, monitoring values, and availability of inventory. Purchasing all lease returns, taking advantage of auctions while values decline, and inventory becomes more available. Staying relevant and reputable through community involvement, advertising, and social media. Our ENTIRE staff needs to be Empathetic to customer needs, be patient, and make customers feel like family. Empower staff to take ownership in the dealership. Fill our pipeline so we may earn more vehicles to eventually build our inventory on the lot to previous levels.	Another Subaru dealership moving in!! Customers switching brands because they do not feel we are taking care of them. Used car values plummeting as larger dealers, such as Carvana go under. (Causing us to be upside down in our inventory.) CSI, NPS, and SQI lowering because not EVERY employee treat ’ s the customer with the same respect. Not being understanding, empathetic, and respectful of their time. Subaru allocation based on overall store performance. (I.E. FSC, Sales and Service NPS, SQI, CSI, Fixed right the first time, and store certification.) Carmax over booking vehicles and cheap selling them, to secure market control.

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