SWOT Analysis

Strengths (+)	Weaknesses (–)
Over 50 Years of Finance experiance within the department. Responsive Overhead Management Low Turnover Passionate Employees Innovative Brand Loyal Customer Base Enviornmentlly Concerned Strong Community Involvement	Internal Department Communication Cross Departmental Training Product Availabilty Governmental Regulations Recalls

Digital Retailing
Increase Market Share
New and Innovative EV Vehicle
Local Population Growth

Increased Competition
Current Economic Conditions
Congressional Overreach
Helicopter Parents

Opportunities (+)	Threats (–)

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