

<p style="text-align: center;"><b>STRENGTHS</b></p> <ol style="list-style-type: none"> <li>1. Strong Brand Reputation</li> <li>2. Diverse Product Portfolio</li> <li>3. Excellent Customer Service</li> <li>4. Skilled Workforce</li> <li>5. Prime Location</li> </ol>	<p style="text-align: center;"><b>WEAKNESSES</b></p> <ol style="list-style-type: none"> <li>1. Brand Perception Dependency</li> <li>2. High Costs</li> <li>3. Limited Target Market</li> </ol>
<p style="text-align: center;"><b>OPPORTUNITIES</b></p> <ol style="list-style-type: none"> <li>1. Growing Luxury Vehicle Market</li> <li>2. Electric Vehicle Market</li> <li>3. Digitalization and Online Sales</li> </ol>	<p style="text-align: center;"><b>THREATS</b></p> <ol style="list-style-type: none"> <li>1. Intense Competition</li> <li>2. Economic Factors</li> <li>3. Changing Consumer Preferences</li> <li>4. Supply Chain Disruptions</li> </ol>

### Objective 1: Increase Sales and Market Share

#### Strategies:

1. Targeted Marketing: Create specific campaigns to attract new customers.
2. Digital Marketing Expansion: Utilize social media and online ads to reach more customers.
3. Local Partnerships: Collaborate with businesses to expand customer reach.

#### Tactics:

1. Research Customers: Understand customer demographics and preferences.
2. Compelling Marketing: Highlight the unique features of BMW vehicles.
3. Lead Generation: Offer test drives and exclusive promotions.

### Objective 2: Improve Customer Satisfaction and Loyalty

#### Strategies:

1. Exceptional Customer Service: Ensure a great buying experience and post-sales support.
2. Customer Feedback: Gather insights for improvement.
3. Loyalty Programs: Provide incentives for repeat business and referrals.

#### Tactics:

1. Knowledgeable Sales Staff: Train employees to be well-informed about BMW vehicles.
2. Customer Relationship Management (CRM): Track customer interactions and preferences.
3. Personalized Services: Offer customization and exclusive events for loyal customers.

### Objective 3: Increase Electric Vehicle (EV) Sales

#### Strategies:

1. Educate Customers: Promote the benefits of BMW EVs.
2. Charging Station Installation: Showcase commitment to EV infrastructure.
3. Collaborate for Incentives: Partner with local entities for subsidies.

#### Tactics:

1. Informative Materials: Provide details on charging options and cost savings.

2. Test Drives and Events: Allow customers to experience EVs firsthand.
3. Partnerships: Offer incentives for EV owners through local businesses.

#### Objective 4: Improve Operational Efficiency

##### Strategies:

1. Streamline Processes: Enhance internal efficiency.
2. Inventory Management: Optimize inventory to meet demand.
3. Employee Training: Invest in skill development.

##### Tactics:

1. Process Evaluation: Identify areas for improvement.
2. Automation and Digital Tools: Utilize technology to streamline tasks.
3. Ongoing Training: Provide regular training programs.

#### Objective 5: Enhance Online Presence and Increase Online Sales

##### Strategies:

1. User-Friendly Website: Create a website with comprehensive information.
2. Digital Marketing: Drive traffic through online marketing.
3. Online Purchase Options: Enable online reservations and purchases.

##### Tactics:

1. Search Engine Optimization: Improve online visibility.
2. Engaging Content: Create compelling content to build credibility.
3. Real-Time Support: Offer instant assistance through chat and messaging.