

# SWOT Analysis

Subject: Used Car Days Supply

Strengths (+)	Weaknesses (-)
<ul style="list-style-type: none"> <li>+ New Aggressive UC Manager</li> <li>+ New Aggressive UC Salespeople</li> <li>+ Strong New Car Sales Dept that brings in trades</li> <li>+ Car Bravo Dealer</li> <li>+ Inviting spacious facility to sell from</li> <li>+ Service/Parts/Body Shop facility that handles recalls, warranty, &amp; repairs on trades as fast as possible</li> </ul>	<ul style="list-style-type: none"> <li>- Had a UC Manager that retired and left a lot of old vehicles in inventory.</li> <li>- Turn around time is slow</li> <li>- We take in a lot of "off brands"</li> <li>- We take in a lot of vehicles that are saturated in the market (Blazers and Equinoxs)</li> <li>- Dont deal in sub prime (yet)</li> <li>- We dont BUY from Auctions to balance inventory</li> <li>- meeting the customer at the "fair" price for their trade in.</li> </ul>
<ul style="list-style-type: none"> <li>+ Dealership sits in a great UC Market</li> <li>+ Dealership sits near the GM headquarters and we have a client base that favors GM vehicles</li> <li>+ Plenty of available online and in person auctions to chose from</li> <li>+ Plenty of UC internet sites available to chose from</li> <li>+ Wholesalers beg for used cars in our area</li> <li>+ Looming strike that will change the market ( maybe used cars will be in demand if new cars are hard to get)</li> </ul>	<ul style="list-style-type: none"> <li>- Tons of competition from nearby dealerships, B-lots, and the internet</li> <li>- Looming strike that may change the market</li> <li>- High interest rates make payments go up!</li> <li>- Businesses are short handed - making turn around time slower for detailing, repairs, auction pick-ups, etc</li> </ul>
Opportunities (+)	Threats (-)

Write your goal statement:

I will lower our UC days supply from 36 - 33 by Sept 30, 2023.