

<p style="text-align: center;"><b>STRENGTHS</b></p>	<p style="text-align: center;"><b>WEAKNESSES</b></p>
<p style="text-align: center;"><b>OPPORTUNITIES</b></p> <p>Break Ground on new facility Q1 '24</p> <p>Ford Pro Elite coming – Commercial Service</p> <p>Hire BDC staff</p> <p>Hire more technicians</p>	<p style="text-align: center;"><b>THREATS</b></p> <p>Facing dealers have newer facilities</p> <p>More quick service franchises in market</p> <p>Competitive Ford Pro service centers on their way as well</p>