**Situational statement**

Al-Sakkary for Car Services Company .

The Company works as a vendor of BMW since 1959 , It provides body parts and service for customers, lately the company is facing an issue with some customers,the customers are dissatisfied from late delivery, and unavailability of some parts.

Effect:

-customer dissatisfaction

-lossing some customers

Impact

-losing market share

-losing credibility (trust)

**SWOT ANALYSIS**

| Internal Factors |  |
| --- | --- |
|  |
| External Factors |  |
|  |

| INTERNAL FACTORS | |
| --- | --- |
| **STRENGTHS +** | **WEAKNESSES –** |
|  |  |
|  |  |
| EXTER  NAL FACTORS | |
| **OPPORTUNITIES +** | **THREATS –** |
|  |  |

| **ANALYSIS SUMMARY** |
| --- |
| · SUMMARY POINTS  · SUMMARY POINTS  · SUMMARY POINTS |