**Situational statement**

Al-Sakkary for Car Services Company.

The Company has worked as a vendor of BMW since 1959, It provides the latest and best body parts and services for high level customers.

Lately because of inflation some body parts are hard to provide , that causes the company to have some issues with some customers, the customers are dissatisfied from late delivery, and unavailability of some parts.

Effect:

* customer dissatisfaction

Impact

* losing market share
* losing credibility (trust)
* losing some customers

| Internal Factors | **S** | **Strengths:**   * **High quality:** company provides high quality parts with a long-time warranty * **Customer loyalty:** The customers who benefits from our services for a time becomes very satisfied with the service itself * **Prestige customers:** Our customers are from the top in the community * **Full service:** We provide a full service for our customers, It makes him dispense with the services of other companies * **Our workshop:** The workshop is big and provided with the latest tools. |
| --- | --- | --- |
| **W** | **Weakness:**   * **Low market share:** we do not have a lot of customers * **Slow procedure:** Our services take a long time to complete. * **Prestige customers:** That makes the number of customers low relative to the market * **Marketing:** we do not have a lot of new customers |
| External Factors | **O** | **Opportunities:**   * **Low-cost materials**: There are low-cost materials with less but acceptable quality that we can use to offer customers a lower-cost service. * **Technical support companies:** A new technical company provides technical teams for assistance. * **Other car brands want to make deals with us.** |
| **T** | **Threats:**   * **Competitors:** competitors are good and have a bigger market share. * **Inflation:** as our product and deals are in dollars providing dollars became a hectic job |