Opportunity statement

The organization currently offers two services, that being appliance sales and replacement parts. If a customer needs repair services, they must consult a third-party repair company. Our owner would like to create a service department that will make us a one stop shop for all home appliance needs.

Mission statement update

We want to be your one stop shop for all your home appliance needs.

This small change emphasizes the direction our owner would like to take with the company.

SWOT analysis of the proposed service department:

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| Strengths  * Accurate dev times based on previous projects. * Higher customer loyalty and satisfaction | Weaknesses  * Development time for developing service department databases and integrating them with the parts dept. * Costs of hiring additional supervisory staff, service technicians, and acquiring company vehicles for technicians to use. |
| Opportunities  * Could take over the service market for our own products. * Better customer service as everything would be done in-house. * Could integrate parts service system with our CRM system. | Threats  * Competitive third-party servicers that would provide the service at a potentially lower cost. |

Organizational Chart: