**Opportunity Statement:**

We will improve by offering appliance repairs and services for our past, present, and future customers dealing with unexpected and needed repairs on their appliances.

The customer struggles today because the needed repairs are referred to unknown service companies by our store. Customers must deal with people they aren’t as familiar with as they are our staff.

Solving this will improve business because we can guarantee customers receive the best possible service from us and make their experience more enjoyable and less stressful. We can keep all sales and services in house instead of sending customers out to an unknown company where we cannot control the service offerings. Sales will increase when a customer is ready to buy additional appliances or needs repairs/replacement because we have made sure to offer service they need at a competitive price.

**Mission Statement Revision:**

To offer customers competitive solutions for all home appliance purchases, parts, and service.