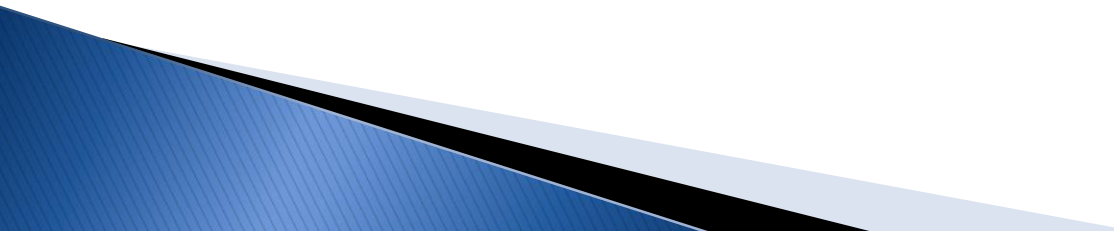


# **Metro Mobility Transportation & Consulting Services, LLC**


**Results of the SWOT Analysis  
2011**

# Strengths:

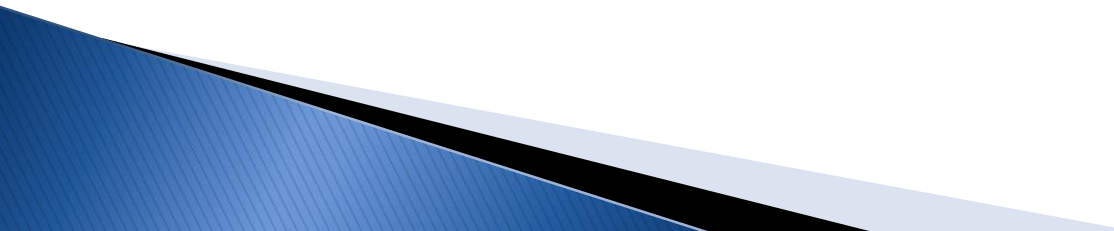
## What do we do well?

- ▶ State of the art scheduling system which allows flexibility
  - ▶ Outstanding customer service as well as friendly staff
  - ▶ All employees have mobile devices
  - ▶ Current reliable, clean, and safe vehicles
  - ▶ Efficient dispatch services
  - ▶ The love and care we shower on our clients and customers
  - ▶ We are timely and get the job done
  - ▶ We have a great staff
  - ▶ We do things other companies do not (we need to specify these)
  - ▶ We have a team attitude
- 

## What unique resources do we have?

- ▶ Good communication between clients and customers
  - ▶ We are transportation professionals
  - ▶ We have strong leadership
  - ▶ We maintain accurate and have updated documentation
  - ▶ We have hands on management
  - ▶ We have prompt and personal services
  - ▶ We respect everyone
  - ▶ We have a family oriented relationship with our clients
  - ▶ We are knowledgeable about our base client type
  - ▶ We have access to existing consumers of our services
- 

## What do others see as our strengths?

- ▶ We have contact information as well as leads based on former client lists
  - ▶ We have experienced drivers or personal transportation assistants
  - ▶ We have over 30 years of combined industry experience
- 


## Weaknesses:

### What can we improve?

- ▶ We are not known
- ▶ We are close to failing, if we do not produce soon
- ▶ We are not hungry
- ▶ We need to pay closer attention to details that are important: i.e.:
- ▶ Calling our customers
- ▶ Being more aggressive in the market
- ▶ Need more business
- ▶ Need more drivers
- ▶ We are small
- ▶ We need to make better use of our resources
- ▶ We have to make realistic commitments to our goals and follow-through as well as follow-up on them
- ▶ Lack of proper ownership, we should all feel like we have a vested interest in our company
- ▶ More marketing is needed so we can get info to our clients
- ▶ We need a bigger presence in the social media world (Facebook, Twitter, Linkend, and websites)

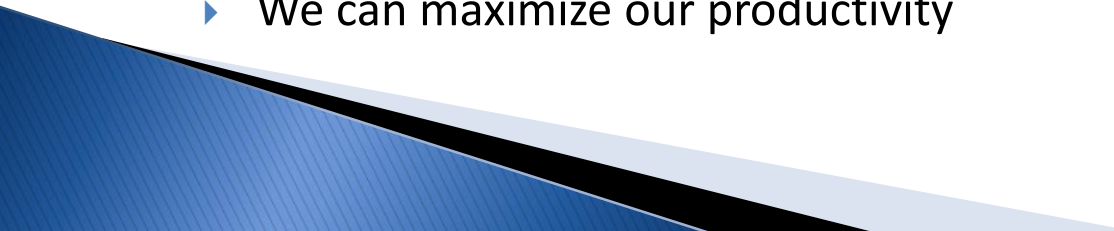
**Where do we have fewer resources than others?**

**What are others likely to see as our weaknesses?**

- ▶ We need to advertise and network more
  - ▶ We have a great lack of continuity in our overall daily activities
  - ▶ We have no professional dress code, picture IDs, or proper trainings for CPR and other useful things
  - ▶ We need to do surveys and give out coupons
  - ▶ We should join organizations which can help us get our name out in our industry
  - ▶ We should support local initiatives like joining the local chamber of commerce.
  - ▶ We should create a Board of Advisors like a Board of Directors. We need to get some big investors or money people to help give us some tips on how to run efficiently
  - ▶ We need to get contracts and big accounts
- 


## **Opportunities:**

### **What good opportunities are we open to?**

- ▶ Take advantage of the services provided by the IMC (Integrated Marketing Communication) plan
  - ▶ Use all PR help we can get
  - ▶ Flood the market with Metro Mobility info
  - ▶ We should be open to all customers we can get
  - ▶ Take advantage of the Internet, website, and social media
  - ▶ Use the same effort in getting new business as we do in getting a run done
  - ▶ Raise our rates in order to compensate for rising fuel costs
  - ▶ We can maximize our productivity
- 

**What trends can we take advantage of?**

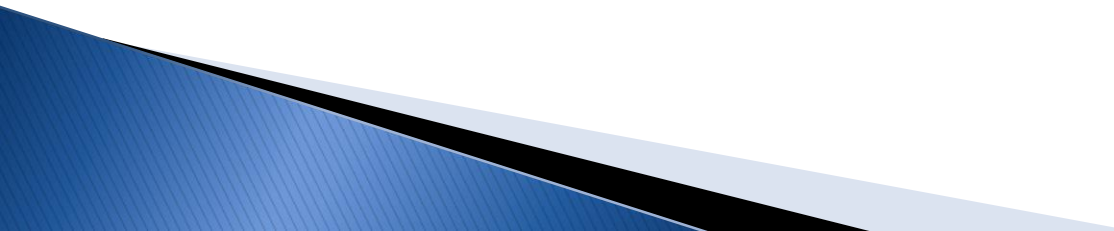
**How can we turn our strengths to opportunities?**

- ▶ Increase our personalized services to create long term clients which can generate a word of mouth buzz
  - ▶ Increase our advertising
  - ▶ We can accept more forms of payment
  - ▶ Remember this is an endless business, people will always need our transportation services
  - ▶ Tap into the untapped world of transportation
- 




## **Threats:**

### **What trends can do us harm?**

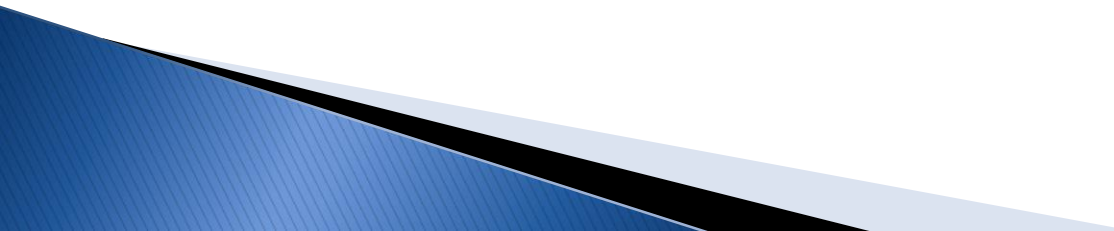
- ▶ No money coming in
  - ▶ No PR or advertizing means no money coming in
  - ▶ Competitor can take over
  - ▶ Laziness and passing the buck attitudes
  - ▶ We are too passive; we must be more aggressive
  - ▶ The economy is affecting our business
  - ▶ Higher fuel costs
  - ▶ Bankruptcy or going out of business
- 

## **What are other groups doing?**

## **What threats do our weaknesses expose us to?**

- ▶ Poor marketing can kill us
  - ▶ Not being able to grow as a company which hinders us from competing with other companies in the transportation industry
  - ▶ Aging vehicles
  - ▶ Lack of vehicle signs
  - ▶ No one knows about us or not enough people know us
  - ▶ Low feedback from clients
  - ▶ Last minute service requests
- 

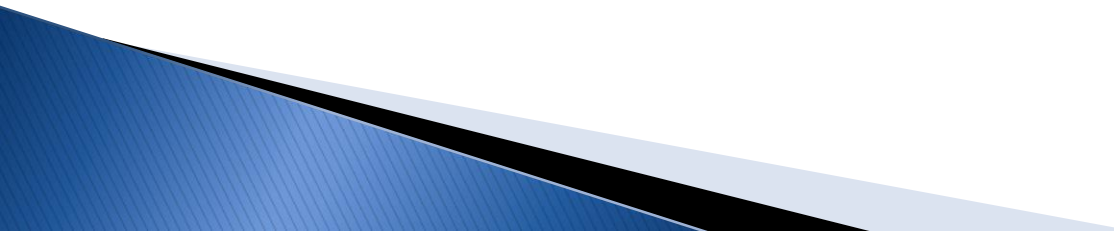
# Who should be our target?

- ▶ Hospitals
  - ▶ Orthopedic surgeons
  - ▶ Physical therapy centers
  - ▶ Doctor's offices
  - ▶ Clinical nurse case managers
- 

## **Customers should be encouraged to:**

- ▶ Fill out customer satisfaction surveys
- ▶ Be willing to use our services

# Unique Opportunities:

- ▶ Ignored customers
  - ▶ Saturated markets with unsatisfied customers
  - ▶ We need to establish our presence in the transportation industry
  - ▶ Check up on our current customers
  - ▶ Explore potential customers who have not used Metro
  - ▶ We need to increase our demand
  - ▶ Encourage repeated business from one-timers
  - ▶ We must build customer traffic which will increase our money
- 

**WE NEED TO THINK  
GLOBAL...  
BUT ACT LOCAL!**



# What we need to find out is?

- ▶ What grants are available, from whom and for what uses?
- ▶ What programs exist within the community that helps existing businesses stay healthy?

**Any Questions  
or Comments?**