

# LARIAT

RENT-A-CAR  
1-800-555-9345





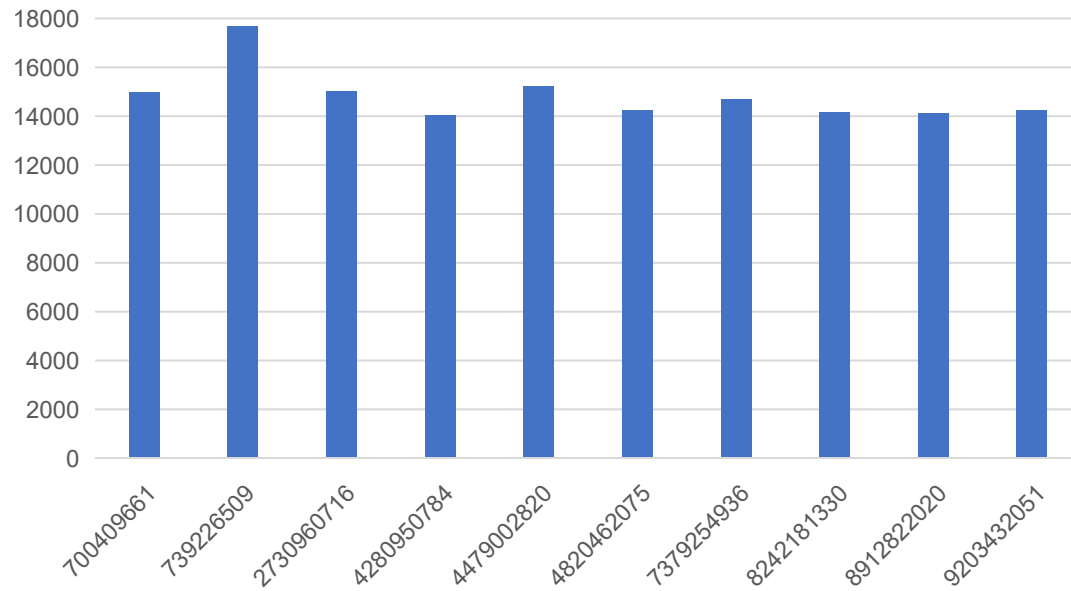
# Goals

- Increase Profit Margin by 5% to 10%

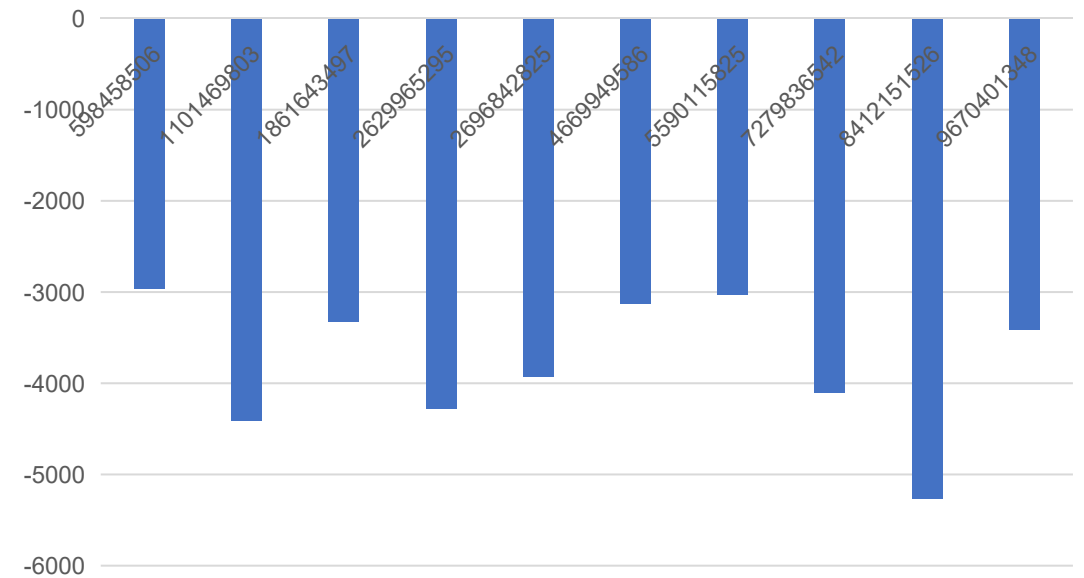


# Highest and lowest net revenue cars

Top 10 cars with the highest net income

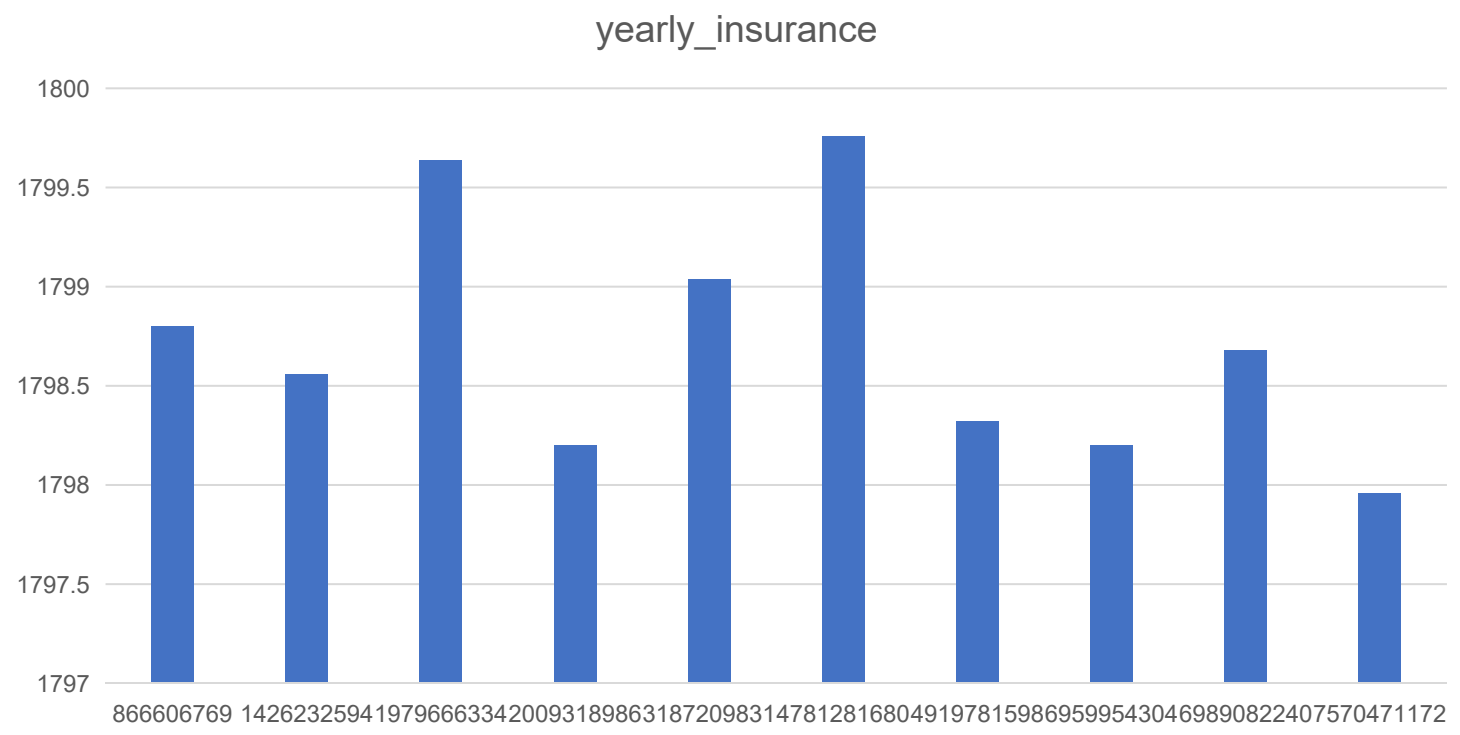


Top 10 cars with the lowest net income





# Top 10 cars with the highest insurance costs



# STRATEGY 1:

## Increase net income top 10 vehicles by 1000

KPI	BENCHMARK 2018	STRATEGY 1
Gross Revenue	\$ 52,830,207.00	\$ 74,393,207.00
Total Cost	\$ 33,076,688.64	\$ 39,794,624.64
Net Income	\$ 19,753,518.36	\$ 34,598,582.36
Profit Margin	37.39%	46.51%

strategy 1				
	top 10 total	top 10 average	after increase 1000 top 10 cars	new total
net income	<b>148450.64</b>	14845.064	14845064	¥ 34,598,582.36
gross revenue	<b>215630</b>	21563	21563000	¥ 74,393,207.00
Profit margin				46.51%

## STRATEGY 2:

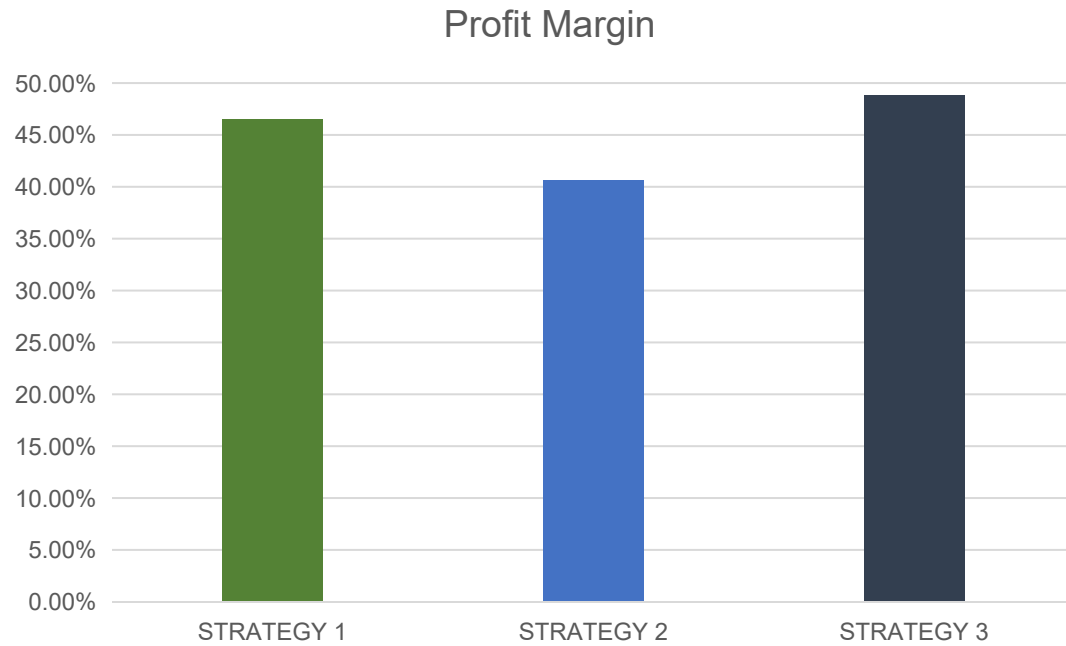
30% reduction in annual insurance for cars ranked in the bottom 50 per cent of gross income

KPI	BENCHMARK 2018	STRATEGY 1	STRATEGY 2
Gross Revenue	\$ 52,830,207.00	\$ 74,393,207.00	\$ 52,830,207.00
Total Cost	\$ 33,076,688.64	\$ 39,794,624.64	\$ 31,383,661.84
Net Income	\$ 19,753,518.36	\$ 34,598,582.36	\$ 21,446,545.16
Profit Margin	37.39%	46.51%	40.60%

# STRATEGY 3: combine Strategy1 and Strategy2

KPI	BENCHMARK 2018	STRATEGY 1	STRATEGY 2	STRATEGY 3
Gross Revenue	\$ 52,830,207.00	\$ 74,393,207.00	\$ 52,830,207.00	\$ 74,393,207.00
Total Cost	\$ 33,076,688.64	\$ 39,794,624.64	\$ 31,383,661.84	\$ 38,101,597.84
Net Income	\$ 19,753,518.36	\$ 34,598,582.36	\$ 21,446,545.16	\$ 36,291,609.16
Profit Margin	37.39%	46.51%	40.60%	48.78%

# Results/Recommendations



Implementing strategy 3 will yield better profits



**Thank you!**

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