
LARIAT NATIONAL RENTAL CAR COMPANY

BUSINESS OBJECTIVE

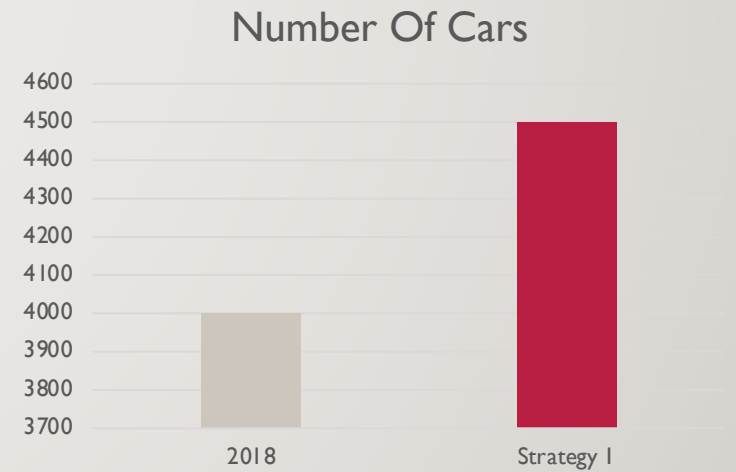
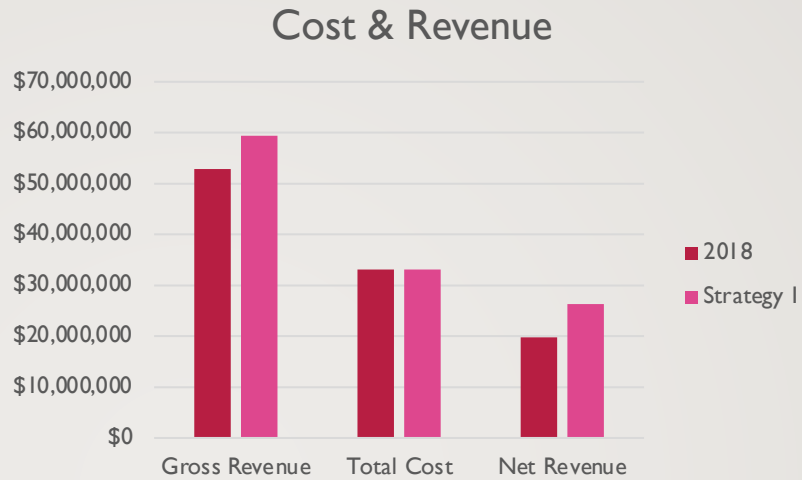
- Maximize Revenue & Minimize Costs
- Recommend Strategies To Reach The Company's Goals

BASE ASSUMPTIONS 2018 YEAR

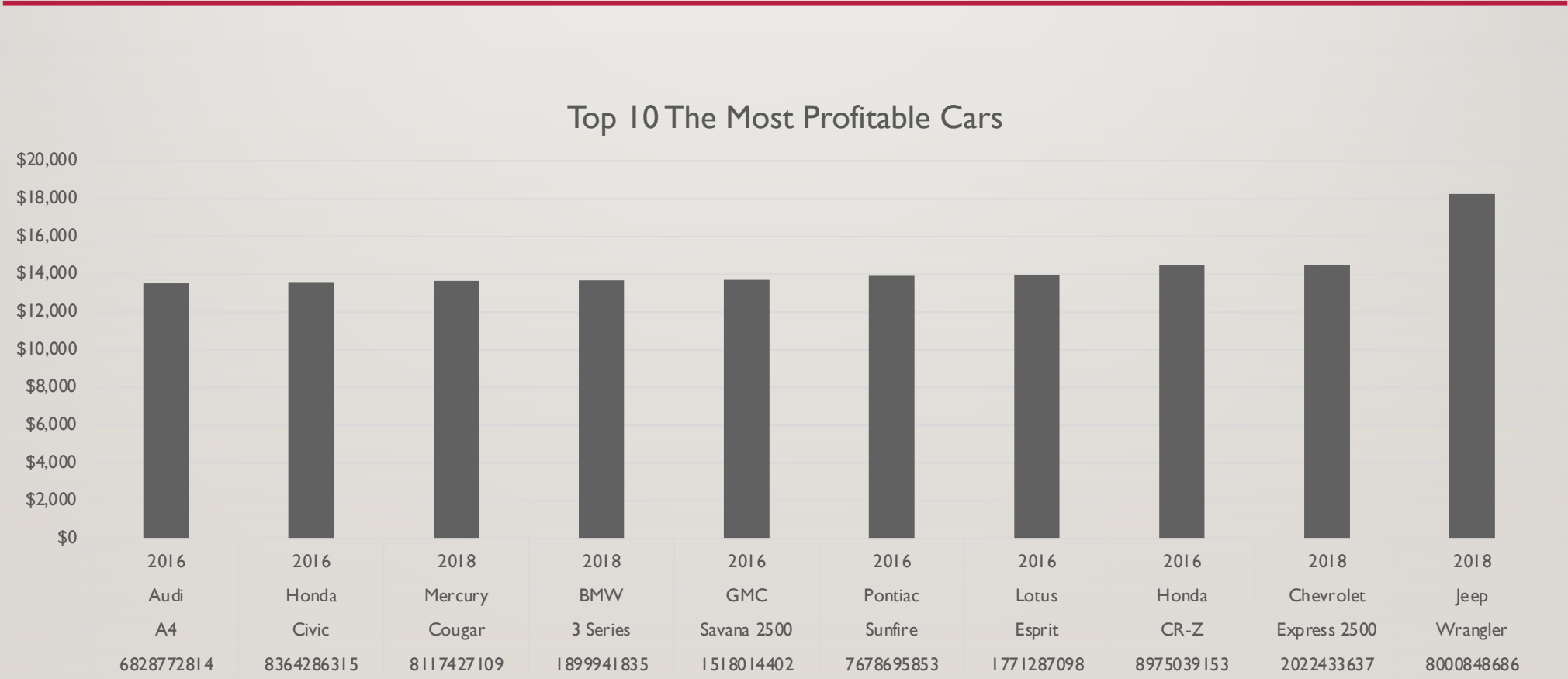
Number Of Cars	4000
Gross Revenue	\$ 52,830,207
Car Cost	\$ 28,244,306
Insurance Cost	\$ 4,832,383
Total Cost	\$ 33,076,689
Net Revenue	\$19,753,518

STRATEGY I

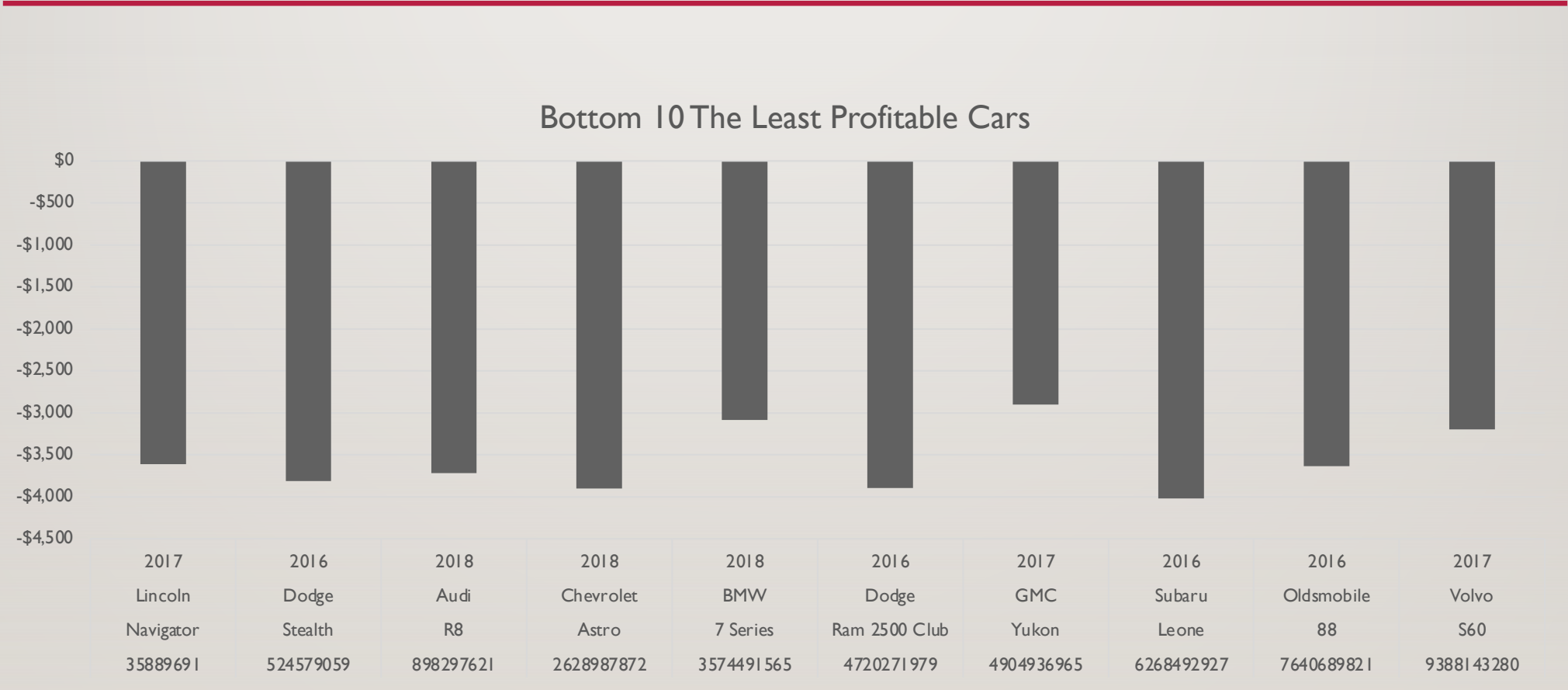
- Assume Growth In The Number Of Cars
- Increase In Net Revenue Of \$6.6M



TOP10

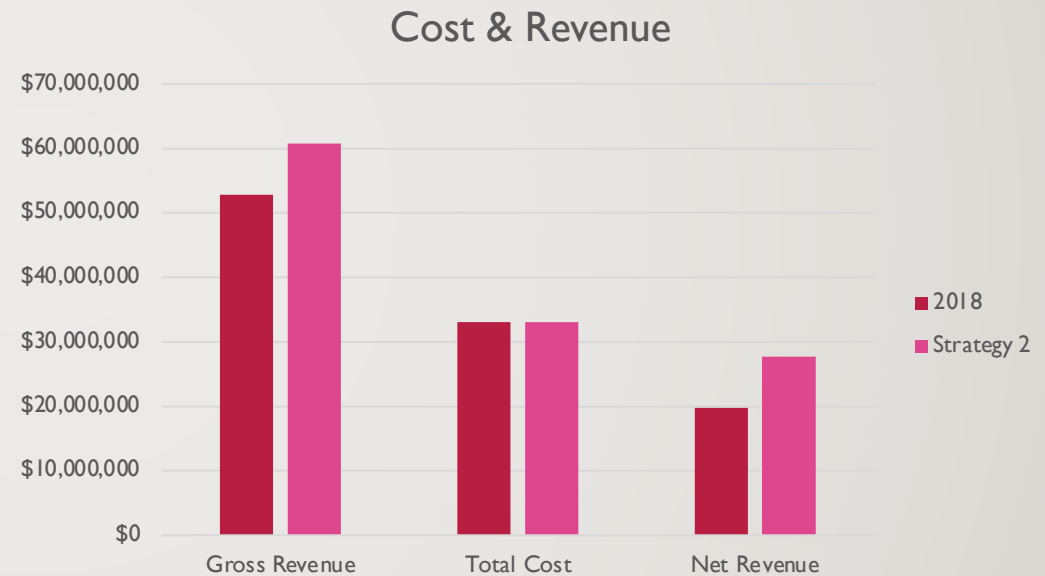


BOTTOM 10



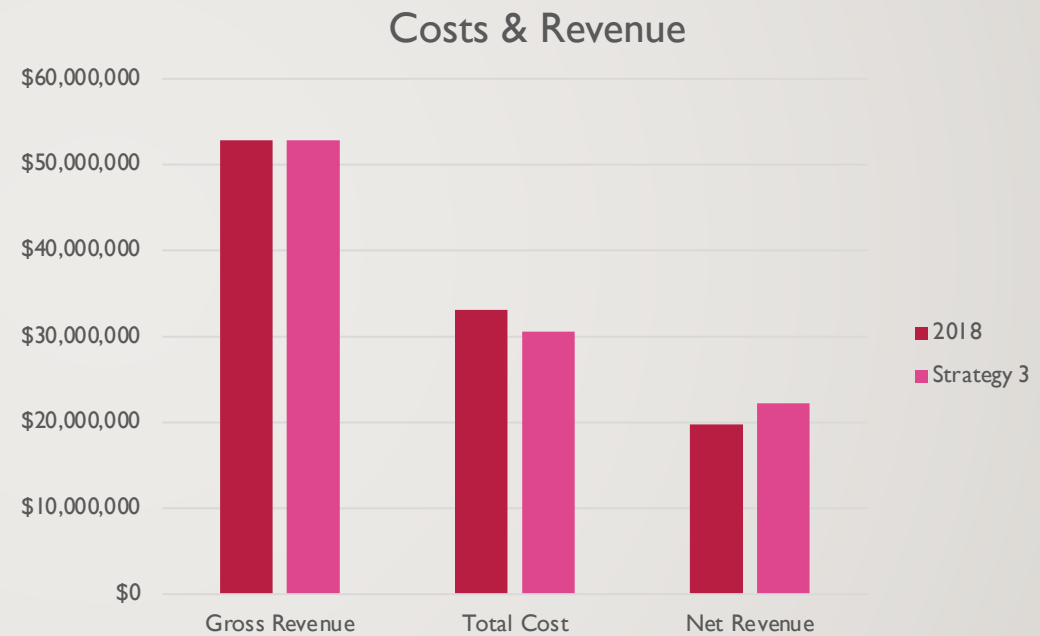
STRATEGY 2

- Assume Growth In The Revenue
- Increase In Net Revenue Of \$8M

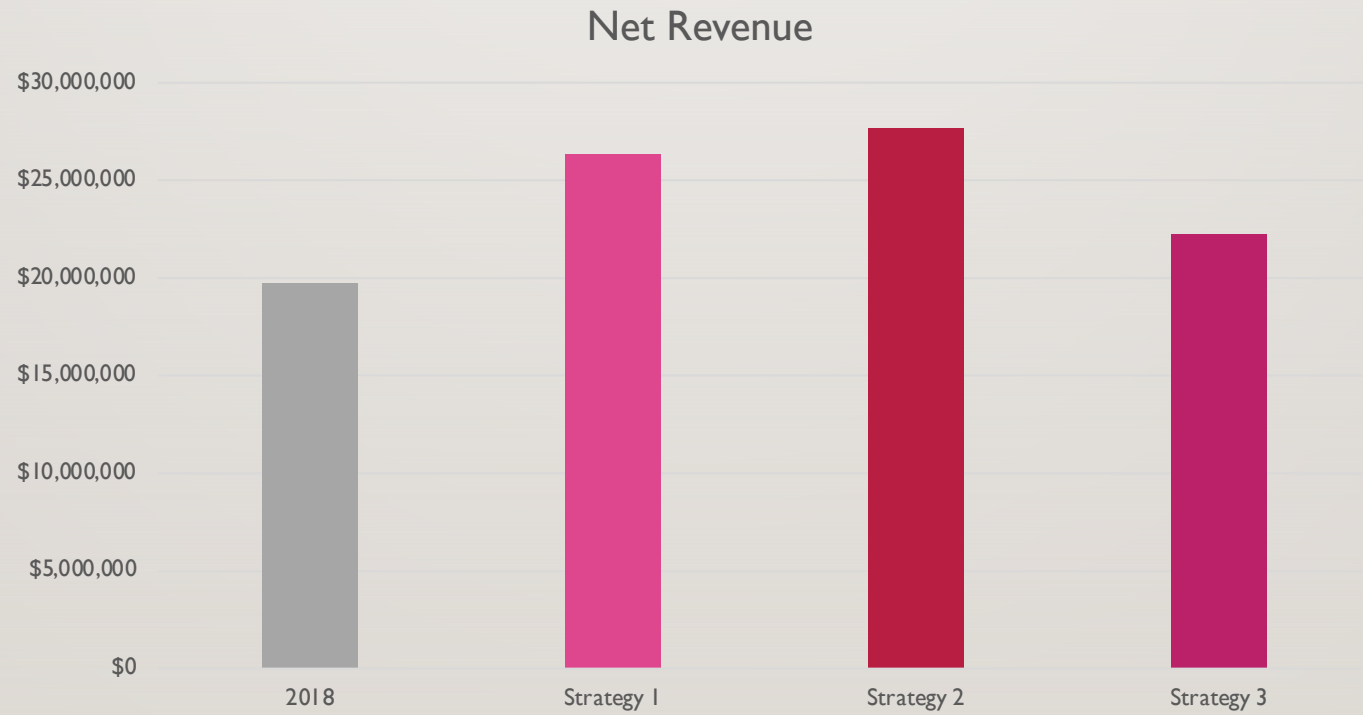


STRATEGY 3

- Assume Decrease Of Car Cost & Insurance Cost
- Increase In Net Revenue of \$2.5M



BENCHMARKING



THANK YOU!
