

3 Years of
Lariat



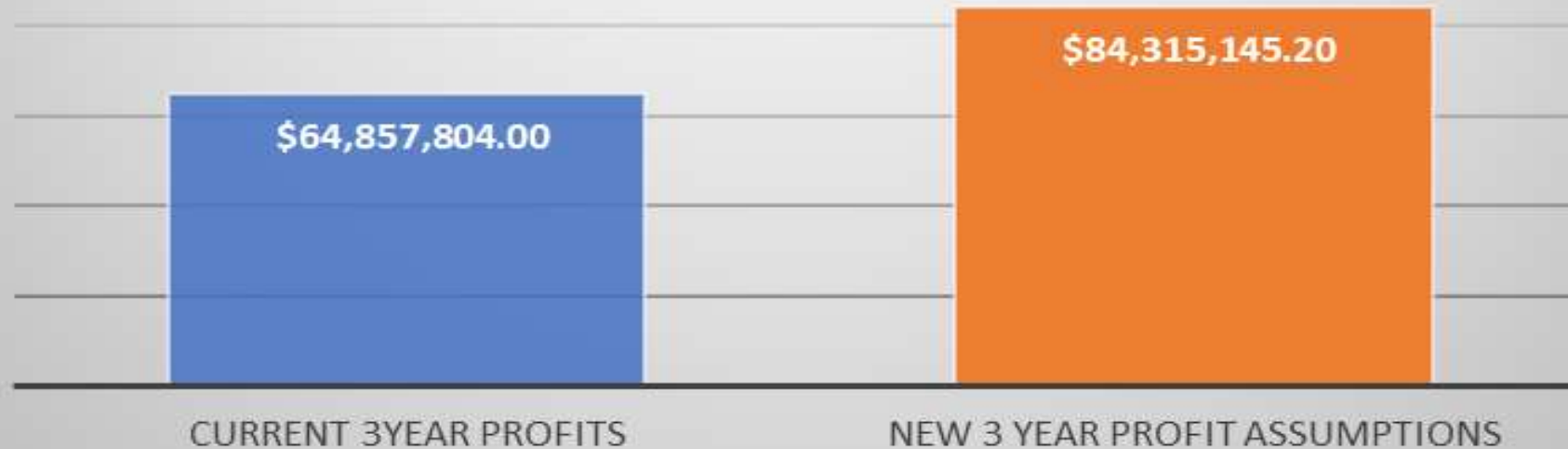
BASELINE

calculated Costs ,Profit, and Revenue over the 16'-

◇	Baseline				
◇ Year	Car cost	Insurance cost	Profit	Revenue	
◇ 2016	\$753,717.45	\$128,319.87	\$20,688,260.00	\$19,806,222.68	
◇ 2017	\$803,816.75	\$136,903.13	\$22,203,453.00	\$21,262,733.12	
◇ 2018	\$796,157.94	\$137,475.58	\$21,966,091.00	\$21,032,457.48	

FORECASTED GROWTH WITH STRATEGIES COMBINED

Baseline vs Forecasted new profit



Strategy 1

- ◇ Adding more of the top 5 makes such as Ford, Chevy, Dodge, GMC, and Toyota
- ◇ They're the most frequently rented and most profitable of all makes in your fleet.

◇ Car Costs	Insurance	Profit	Revenue
◇ \$979,832.69	\$166,815.83	\$26,894,738.00	\$25,748,089.48
◇ \$1,044,961.78	\$177,974.07	\$28,864,488.90	\$27,641,553.06
◇ \$1,035,005.32	\$178,718.25	\$28,555,918.30	\$27,342,194.72

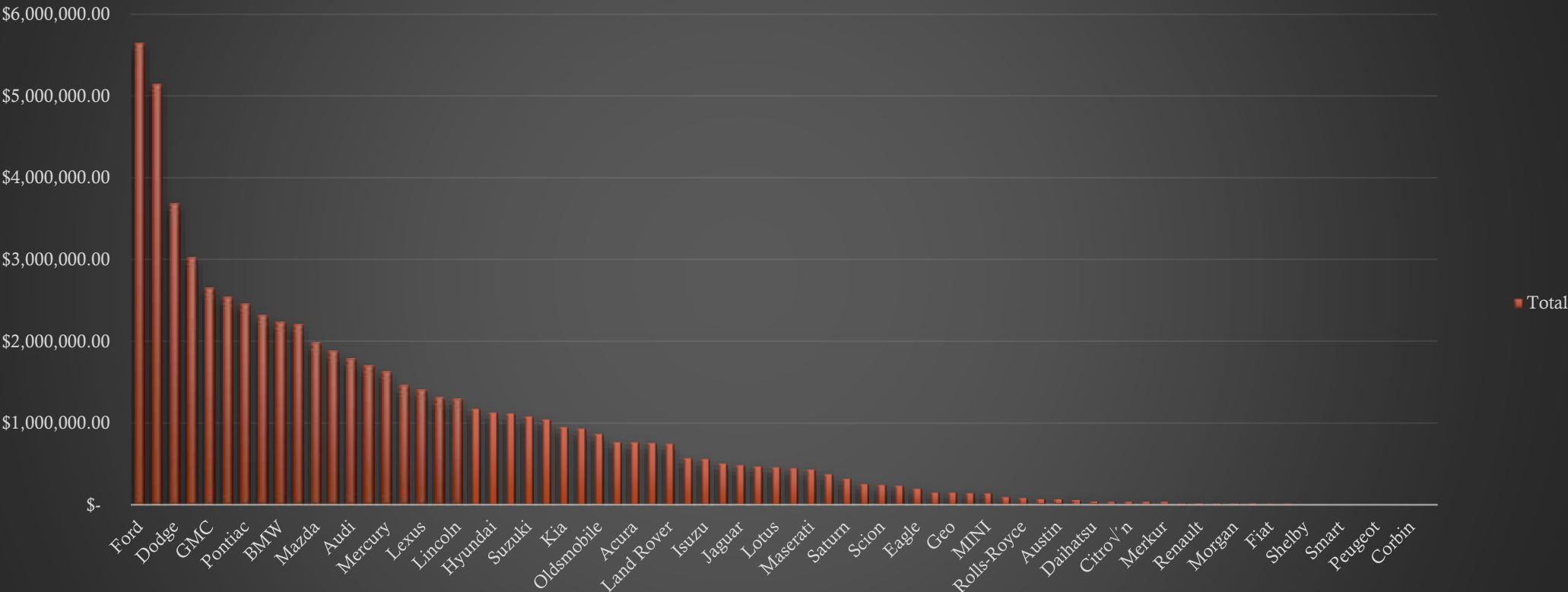
Strategy 2

- ◇ Eliminating the costly models that Generate the least profit for the company.
- ◇ Example Mazda costs you 34k per year but only generates and 11k profit so essentially you lose 1k off your Rx-8 model alone.

◇ Car costs	Insurance costs	Product	Revenue
◇ \$602,973.96	\$102,655.90	\$24,825,912.00	\$24,120,282.14
◇ \$643,053.40	\$109,522.50	\$26,644,143.60	\$25,891,567.70
◇ \$636,926.35	\$109,980.46	\$26,359,309.20	\$25,612,402.38

Ford, Chevy, Dodge,
Toyota and GMC create
30% of profit

Total



These are the top 10 models that cost Immensely over the three year period but generated the least amount of profit.

Make	Model	Year	Monthly Cost	Insurance	
BMW	X5	2017	\$ 750.00	\$ 123.34	
Chrysler	Crossfire	2016	\$ 749.68	\$ 92.25	
Ford	Fusion	2017	\$ 749.85	\$ 69.23	
Lexus	GX	2018	\$ 749.90	\$ 93.80	
Mercedes-Be	CL-Class	2017	\$ 749.85	\$ 102.51	
Mitsubishi	Outlander	2016	\$ 749.67	\$ 116.44	
Pontiac	LeMans	2017	\$ 749.91	\$ 142.97	
Pontiac	GTO	2017	\$ 749.83	\$ 99.83	
Toyota	RAV4	2016	\$ 749.67	\$ 70.34	
Volkswagen	Eurovan	2017	\$ 749.68	\$ 119.18	



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Expensive cars have the lowest rental lengths.
For example, your Lamborghini's were only rented
for 10 days for a profit of \$1,500 but for just one
year it cost you \$3,406

A chart with the amount of money the Make generates off the 3 year period.

Mazda	238
Mercedes-Benz	248
Mercury	246
Mitsubishi	240
Nissan	498
Oldsmobile	750
Panoz	484
Plymouth	248
Pontiac	232
Porsche	904
Ram	1428
Saab	1000
Saturn	996
Spyker	744
Subaru	500
Suzuki	249
Toyota	249

RECOMMENDATIONS

As you can see my Strategy 1 bring you in an extra **4 million** the first year alone, then adds an extra **6 million** each to your profit for 2020-2021

The Strategy 2 lowers your costs by \$200,000 per year, then bring in an extra **3 million** the first year and **4 million** from 2020 to 2021 after that.

Thank you for your time!