LARIAT PRESENTATION SCRIPT

Slide One

* Hello and welcome. My name’s Carey Cohen and I will be presenting a few ideas to lower cost and bring greater revenue to Lariat. Let us get right into it.

Slide Two

* Ideas are the starting point to great solutions. These ideas are the solution to bring in more revenue. This is not Inception. These are black and white concrete ideas to get this show on the road.

Slide Three

* What questions do we ask ourselves when we are trying to implement new ideas? What are we trying to do? How do we get there? What is our end game? The starting line would be to increase revenue. Pass the baton over to lower the cost of these vehicles and finish with more options when we see these ideas come to fruition.
* For this presentation, we will be discussing how to generate more revenue and lowering some cost. Let us dive in.

Slide Four

* From the ground floor to date of the information from January to November. We have a gross of $64 million, a cost of $33 million for all these cars and our net after calculating the previous two comes down to $31 million.
* Now that is not bad, but how do we get better. How do we get those numbers up and get that cost down? How do we get the ball rolling so we can really see an increase?

Slide Five

* Now these ideas are minimal changes that with the proper mechanics could be a real game changer.
* Increase the rentals, increase the inventory, or sell the least profitable vehicles and buy more of the vehicles that people love to rent. Why would we not want more cars people love and be the brand that people can trust to always have top quality inventory.

Slide Six

* Here are some graphs of what I am really talking about. Bare bones of each idea so there is no confusion. You can see the changes in each idea of the revenue and cost and considering all this you can see a $5 to $10 million dollar increase from the baseline. That is not a small change. Also, each of these ideas are not a hard stretch to accomplish. With a solid foundation, we can easily hit these numbers.

Slide Seven

* This is a look at one specific vehicle so we can see what goes into our decisions while incorporating these ideas. You can see the average is higher than our net, so this is a great example on what cars we do not need in our lineup. Each and every vehicle can be seen just like this and we can decide what we keep and what we sell.

Slide Eight

* We see all three ideas work on paper but let us see what happens when we bring all these ideas in the melting pot together. Does this sound like it’ll be hard to work in or can we do a smooth implementation to see these numbers?

Slide Nine

* This is what our graph looks like when we take all three ideas and put them together. Those are big numbers. Compared to the base line we are nearly $10 million shy of doubling the baseline net revenue. Again, all these ideas are small and simple increases of %15 per idea. These ideas make waves, but putting them all together makes a huge splash.

Slide 10

* In the end, I have come up with four ideas. Each idea resulting in an increase of revenue. As you saw, using the first three ideas together really bring us to the best solution for a greater revenue. If you are not sure of putting all three ideas together. You can easily think of the ideas as a stepping ladder. Trying each idea independently could be the best way to truly understand how these ideas are properly put to use. When you have all your ducks in a row, I hope you will try to use all three ideas to get that revenue up. After using these ideas, you could even make larger increases than I suggested. Again, my name is Carey Cohen and I hope this presentation was informative and helpful.