



Lariat 2019 Revenue Increase

Strategies and Projections

Topics For Review

- Reduction of Locations
- Modifying Product Mix
- Inventory Increase
- Rate Increases

Reduction of Locations and Further Market Analysis

- Closure of locations producing \$49.5k or less per year

Total revenue for 2018 is \$ 1,242,750

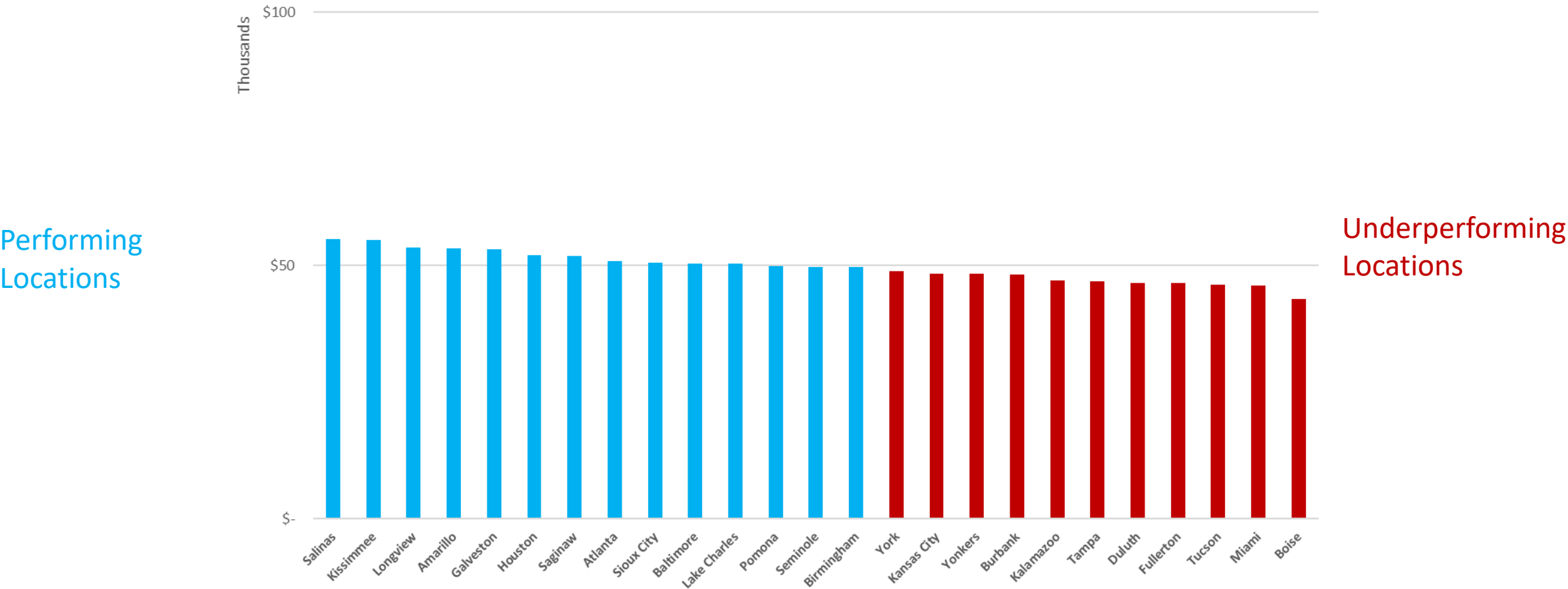
Underperformer Revenue \$ 516,769

- Reallocation of inventory to higher producing markets

Increasing revenue by \$ 17,225 per location

Identification of Underperforming Locations

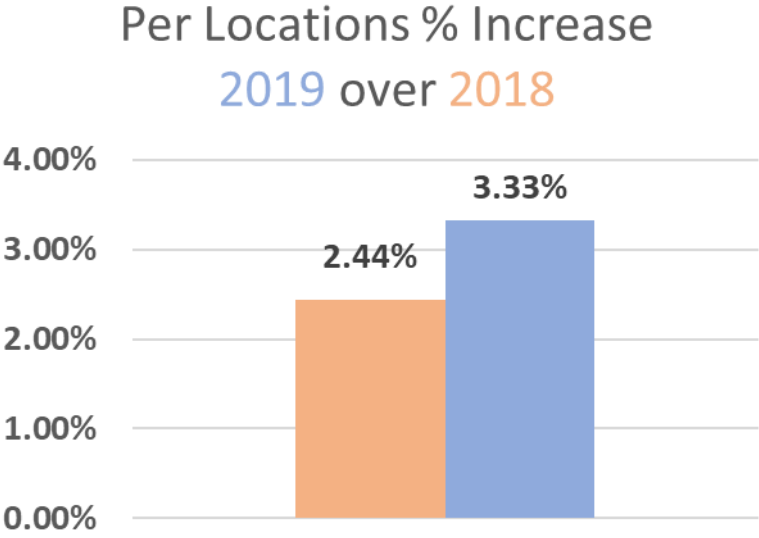
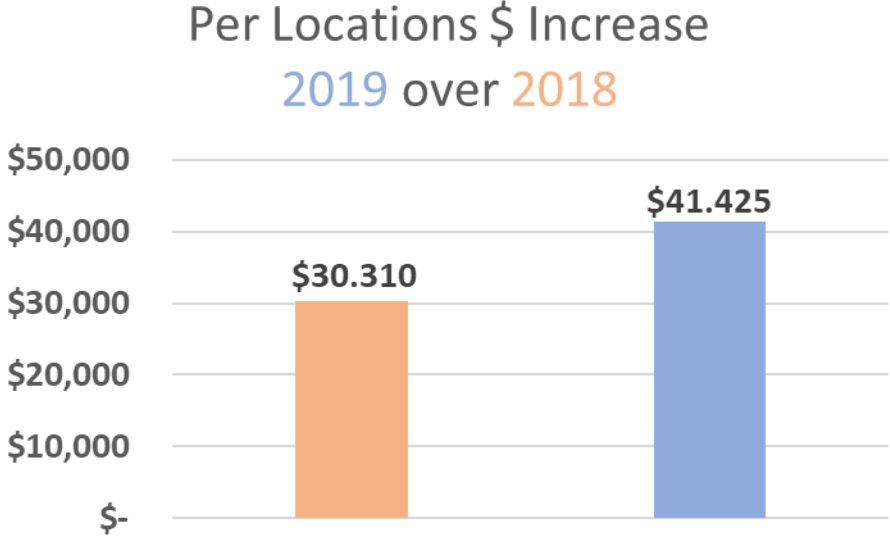
Location Profitability



2019 Reallocation Breakdown

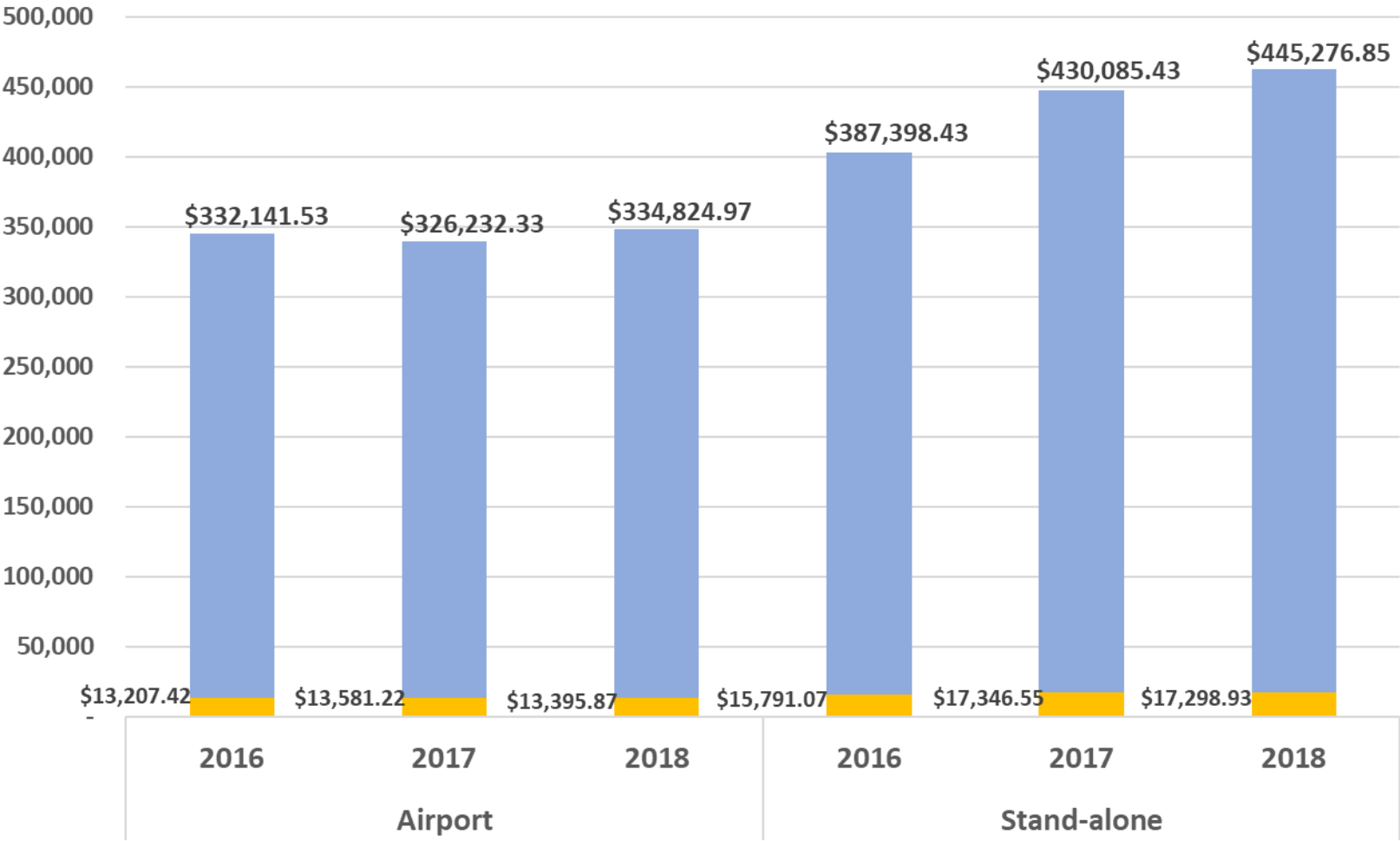
Revenue Increase per Locations for 2019							
Locations 2018	Underproducing Locations 2018	Top Revenue Cities 2018	Revenue all Cities 2018	Revenue all Underperforming Cities 2018	Funds reallocated per location 2019	Per Location Revenue Before Reallocation 2018	Per Location Revenue After Reallocation 2019
41	11	30	\$ 1,242,750	\$ 516,769	\$ 17,226	\$ 30,310	\$ 41,425

2018 – 2019 Comparison



Location ROI

Overall Profit vs Cost by Year

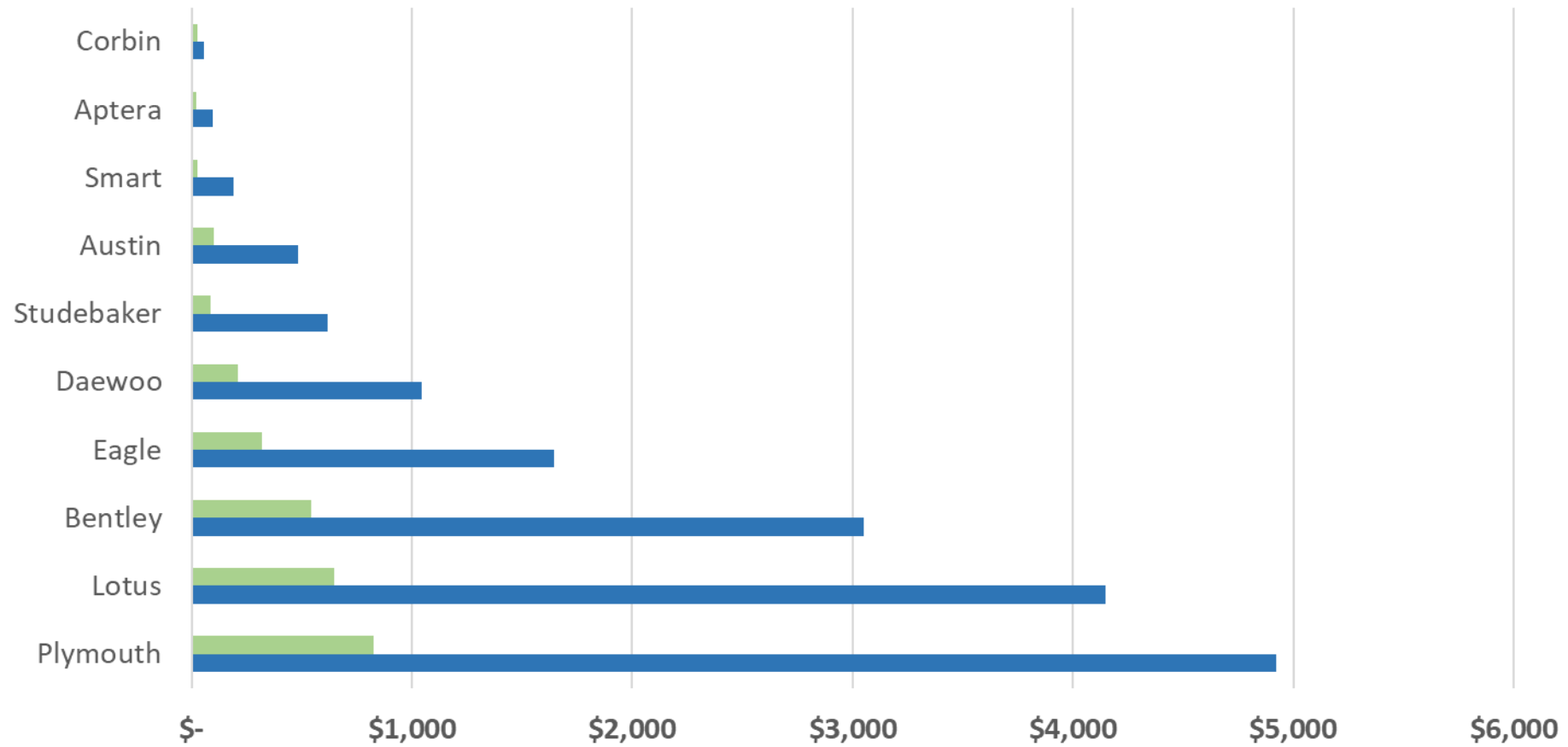


Evaluation of Inventory Mix for ROI

- Divestment of inventory with low ROI
 - Identify assets with higher ROI
 - Modify inventory assortment to higher ROI investments

Inventory ROI

Operational Costs and Net Profit by Make



Reinvestment Decision Analysis

Top four vehicles identified

Year, Make, Model	Cost of Vehicle	Daily Rate	Projected Net
2017 Ford Bronco	\$ 5,727	\$ 248	\$ 30,711
2017 Honda Accord	\$ 5,903	\$ 246	\$ 29,555
2018 Studebaker Avanti	\$ 6,286	\$ 250	\$ 28,200
2017 Toyota Yaris	\$ 7,312	\$ 249	\$ 24,144

Total reinvestment amount \$101,385

2019 Inventory and Rate Projections

MODEL YEAR	PROFIT PER YEAR	NUMBER OF VEHICLES PER MODEL YEAR	REVENUE PER VEHICLE MODEL YEAR	INCREASE PER MODEL YEAR	YEAR OVER YEAR CHANGE	YEAR OVER YEAR VARIANCE	2019 RENTAL RATE
2016	\$ 719,540	1284	\$ 560				
2017	\$ 756,318	1360	\$ 556	-4	5%		
2018	\$ 780,102	1355	\$ 576	20	3%	4%	
2019	\$ 845,836	1411	\$ 600	56	8%	6%	\$ 24
\$ 65,735							

Summary of Revenue Projections

- Re-allocation proposal \$ 516,780
- Inventory adjustments \$ 65,735
- Rate adjustments \$ 96,446

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- Combination of the two proposals \$ 678,958

Projection of profits with implementation of all options \$ 1,921,708

A projected increase of 55%

In Review

- Closure and reallocation to more cost-effective markets
- Realignment of inventory for ROI leverage
- Increase of assets to account for projected growth
- Increase to daily rates