



Fiscal Strategies

The background features abstract, overlapping geometric shapes in various shades of blue, ranging from light sky blue to deep navy blue. These shapes are primarily located on the right side of the frame, creating a modern, dynamic feel. The text is positioned on the left side, set against a plain white background.

What is the best strategy to minimize costs and maximize revenue?

2018 Statistics



Strategy 1 – Incentives

Deal Chart:

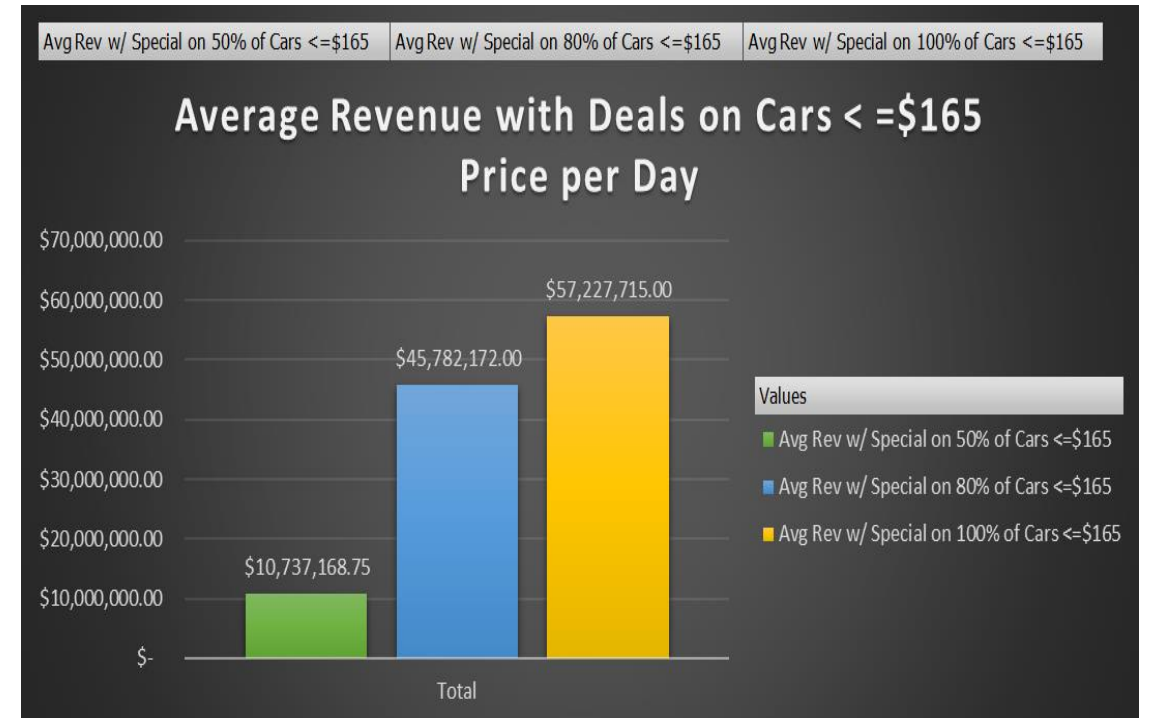
Rented Length	▼	Price per day	▼	Revenue	▼	Savings for Customer	▼
1	\$	165.00	\$	165.00	\$	-	
2	\$	165.00	\$	330.00	\$	-	
3	\$	165.00	\$	495.00	\$	-	
4	\$	165.00	\$	660.00	\$	-	
5	\$	155.00	\$	775.00	\$	50.00	
6	\$	155.00	\$	930.00	\$	60.00	
7	\$	150.00	\$	1,050.00	\$	105.00	
8	\$	150.00	\$	1,200.00	\$	120.00	
9	\$	150.00	\$	1,350.00	\$	135.00	
10	\$	145.00	\$	1,450.00	\$	200.00	
11	\$	145.00	\$	1,595.00	\$	220.00	
12	\$	140.00	\$	1,680.00	\$	300.00	
13	\$	140.00	\$	1,820.00	\$	325.00	
14	\$	135.00	\$	1,890.00	\$	420.00	

- Decrease price per day if rented length is ≥ 5 days.
- Apply only to cars with price per day $\leq \$165$

Strategy 1

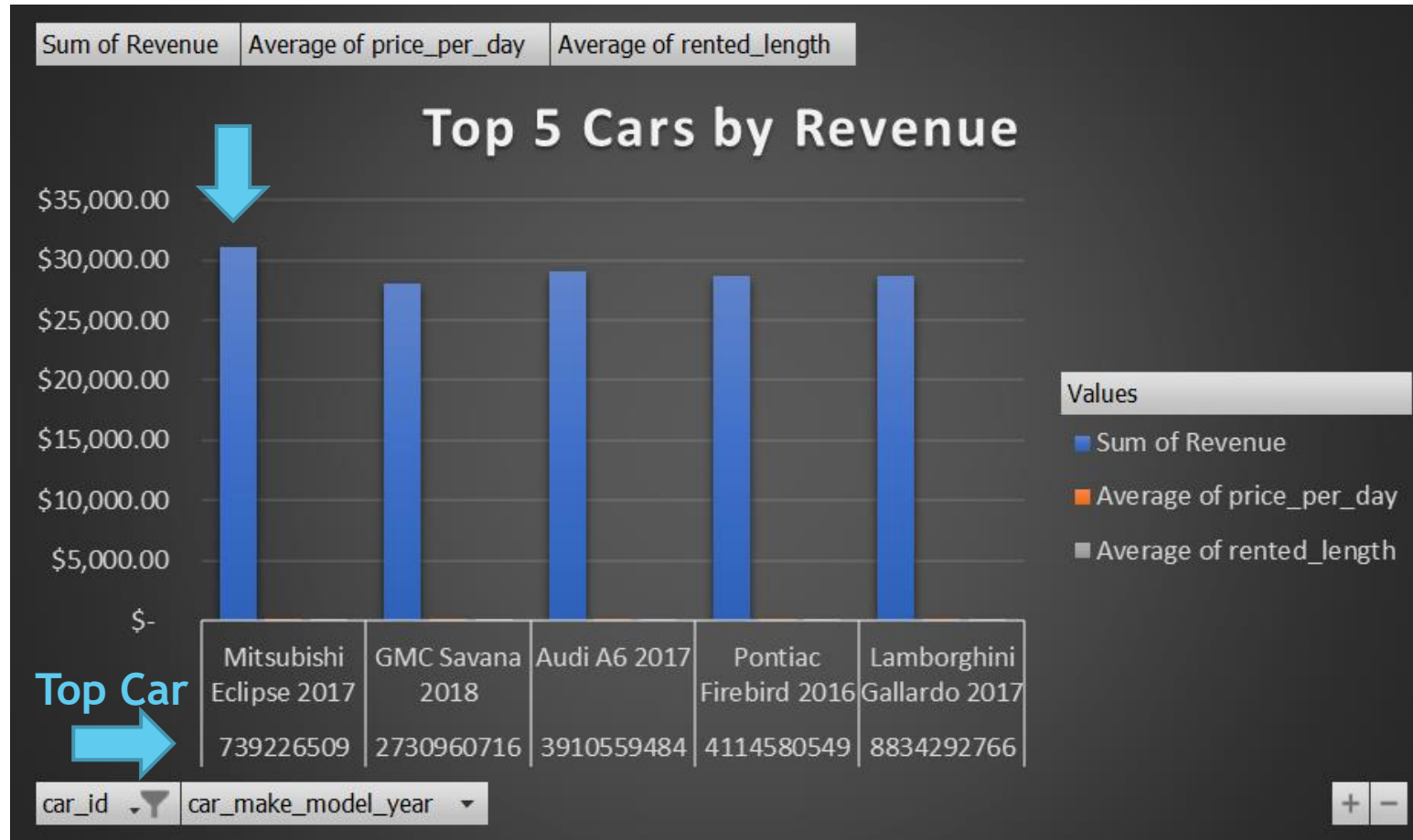
Comparison Charts

► Average revenue when deal is applied to 50%, 80%, 100% of cars $\leq \$165$.



Strategy 2 - Remove & Replace

Remove bottom 1500 cars in revenue. Replace with 1500 of the top car in revenue.



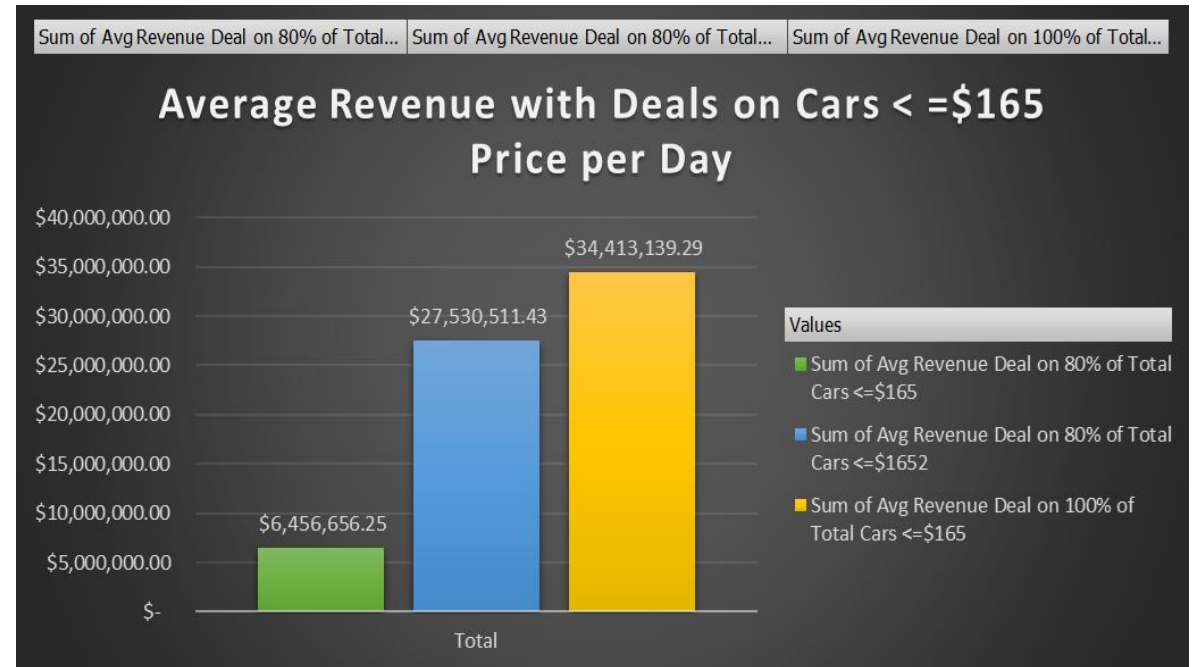
Strategy 2 – Comparison Charts

Profit comparison charts to see increase in revenue with replacement of the top car.



Strategies Combined

- ▶ Remove bottom 1500 cars.
Replace with 1500 of the top car in revenue.
- ▶ Apply special deals to the remaining cars $\leq \$165$ price per day.



Comparative Results

RevCostProfit 2018



RevCostProfit w. Strategies Combined



The recommended strategy to reach goal is the combined strategy method with applying special deals to 80% of cars \leq \$165.

Index:

►Table data for slide 5.

Revenue & Average Per Day with Deals on Cars <=\$165			
Days Rented	Rev Per Day Deal on 50% of Total Cars <=\$165	Rev Per Day Deal on 80% of Total Cars <=\$165	Rev Per Day Deal on 100% of Total Cars <=\$165
	\$ 14,294,867.50	\$ 6,871,788.00	\$ 8,589,735.00
	\$ 28,589,735.00	\$ 13,743,576.00	\$ 17,179,470.00
	\$ 312,884,602.50	\$ 20,615,364.00	\$ 25,769,205.00
	\$ 417,179,470.00	\$ 27,487,152.00	\$ 34,358,940.00
	\$ 520,172,862.50	\$ 32,276,580.00	\$ 40,345,725.00
	\$ 624,207,435.00	\$ 38,731,896.00	\$ 48,414,870.00
	\$ 727,330,975.00	\$ 43,729,560.00	\$ 54,661,950.00
	\$ 831,235,400.00	\$ 49,976,640.00	\$ 62,470,800.00
	\$ 935,139,825.00	\$ 56,223,720.00	\$ 70,279,650.00
	\$ 1037,742,775.00	\$ 60,388,440.00	\$ 75,485,550.00
	\$ 1141,517,052.50	\$ 66,427,284.00	\$ 83,034,105.00
	\$ 1243,729,560.00	\$ 69,967,296.00	\$ 87,459,120.00
	\$ 1347,373,690.00	\$ 75,797,904.00	\$ 94,747,380.00
	\$ 1449,195,755.00	\$ 78,713,208.00	\$ 98,391,510.00
Avg Revenue Deal on 50% of Total Cars <=\$165		Avg Revenue Deal on 80% of Total Cars <=\$165	Avg Revenue Deal on 100% of Total Cars <=\$165
\$ 10,737,168.75		\$ 45,782,172.00	\$ 57,227,715.00

50% of Cars <=\$165	26029
80% of Cars <=\$165	41647
100% of Cars <=\$165	52059

Index:

►Table data for slide 8.

Revenue & Average Per Day with Special Deals on Cars <= \$165						
Days Rented	Rev Per Day Deal on 50% of Total Cars <=\$165		Rev Per Day Deal on 80% of Total Cars <=\$165		Rev Per Day Deal on 100% of Total Cars <=\$165	
1 2 3 4 5 6 7 8 9 10 11 12 13 14	\$	2,582,662.50	\$	4,132,260.00	\$	5,165,325.00
	\$	5,165,325.00	\$	8,264,520.00	\$	10,330,650.00
	\$	7,747,987.50	\$	12,396,780.00	\$	15,495,975.00
	\$	10,330,650.00	\$	16,529,040.00	\$	20,661,300.00
	\$	12,130,687.50	\$	19,409,100.00	\$	24,261,375.00
	\$	14,556,825.00	\$	23,290,920.00	\$	29,113,650.00
	\$	16,435,125.00	\$	26,296,200.00	\$	32,870,250.00
	\$	18,783,000.00	\$	30,052,800.00	\$	37,566,000.00
	\$	21,130,875.00	\$	33,809,400.00	\$	42,261,750.00
	\$	22,696,125.00	\$	36,313,800.00	\$	45,392,250.00
	\$	24,965,737.50	\$	39,945,180.00	\$	49,931,475.00
	\$	26,296,200.00	\$	42,073,920.00	\$	52,592,400.00
	\$	28,487,550.00	\$	45,580,080.00	\$	56,975,100.00
	\$	29,583,225.00	\$	47,333,160.00	\$	59,166,450.00
Avg Revenue Deal on 50% of Total Cars <=\$165		Avg Revenue Deal on 80% of Total Cars <=\$165		Avg Revenue Deal on 100% of Total Cars <=\$165		
\$ 6,456,656.25		\$ 27,530,511.43		\$ 34,413,139.29		