

Inventory Performance Overview..

Total Cars
999

Sell-Through Rate

45.6% ▼

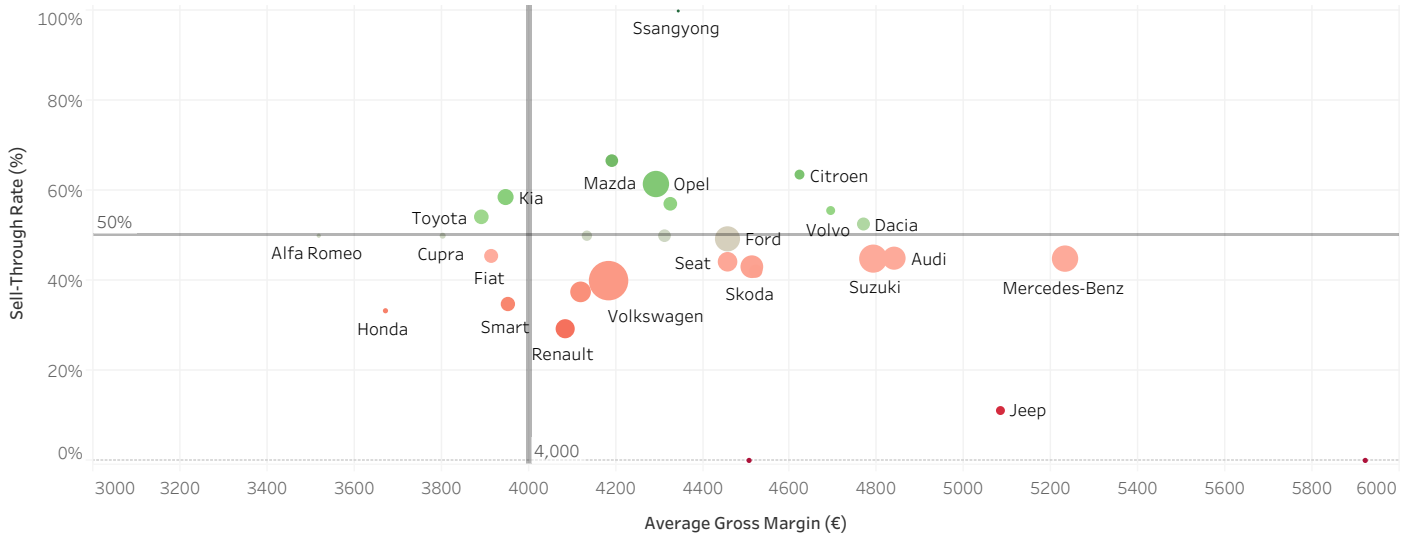
Average Gross Margin (€)

4,429 ▲

Average Profit Margin (%)

39.68 ▼

Manufacturer Performance: Profitability vs Selling Efficiency



Key Insights – Profitability & Inventory Conversion

- Overall Sell-Through Rate is **45.6%**, below the 50% target -> nearly half of inventory remains unsold
- Profitability is strong (Avg Margin **€4,429**), but demand is the main bottleneck -> cars are not converting fast
- SsangYong, Opel, Mazda & Citroën = **High Profit + Fast Selling** -> prioritize supply & marketing investment
- Jaguar & Jeep = **Overpriced + Low Demand** -> immediate pricing strategy review required
- Volkswagen & Renault = **Large volume but low margin** -> risk of revenue leakage
- Reduce **aging inventory buildup** by shifting focus toward fast-moving, profitable brands