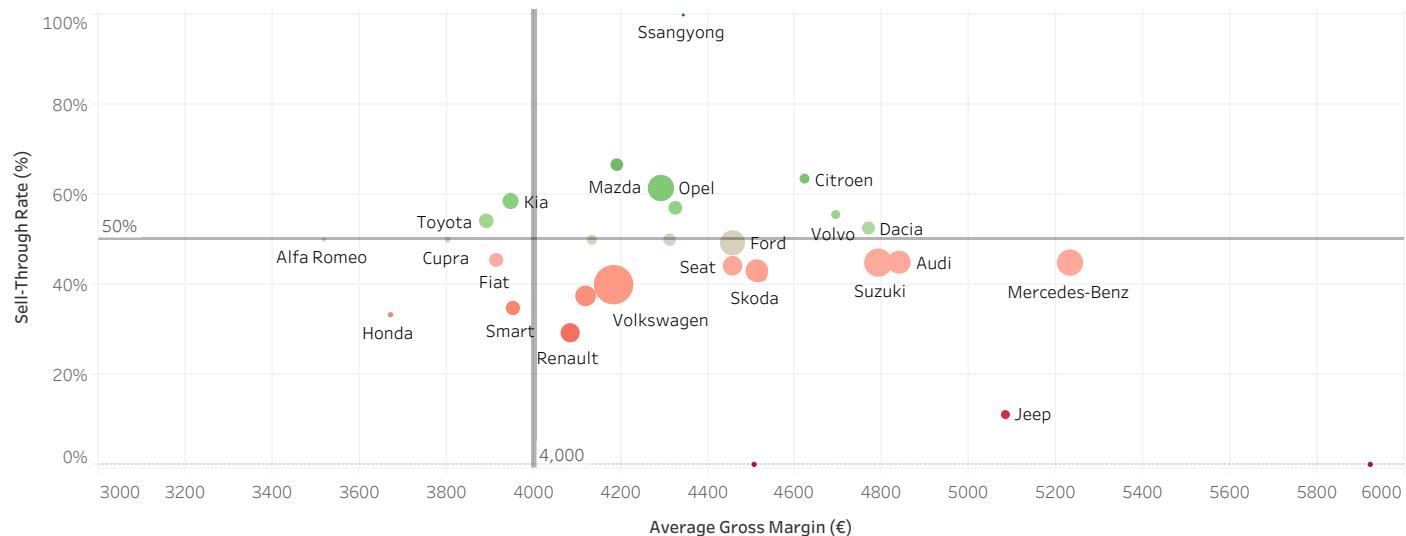


## Inventory Performance Overview..

Total Cars <b>999</b>	Sell-Through Rate <b>45.6% ▼</b>	Average Gross Margin (€) <b>4,429 ▲</b>	Average Profit Margin (%) <b>39.68 ▼</b>
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**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