



Presented for: Lariat Representatives

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Increasing Annual Profit

Goals for Presentation



Increase annual profit



Two recommendations to achieve an increase in profit



Limitations within data and consequent limitations to recommendations

Recommendation: Increase Profit For Short-Term Rentals

Number of Rentals	
Short-Term	23,038
Mid-Term	35,157
Long-Term	23,123

Table 1.1: Displays a count of rentals in 2018 by short-term, mid-term and long-term.

Annual Profit by Rental Length

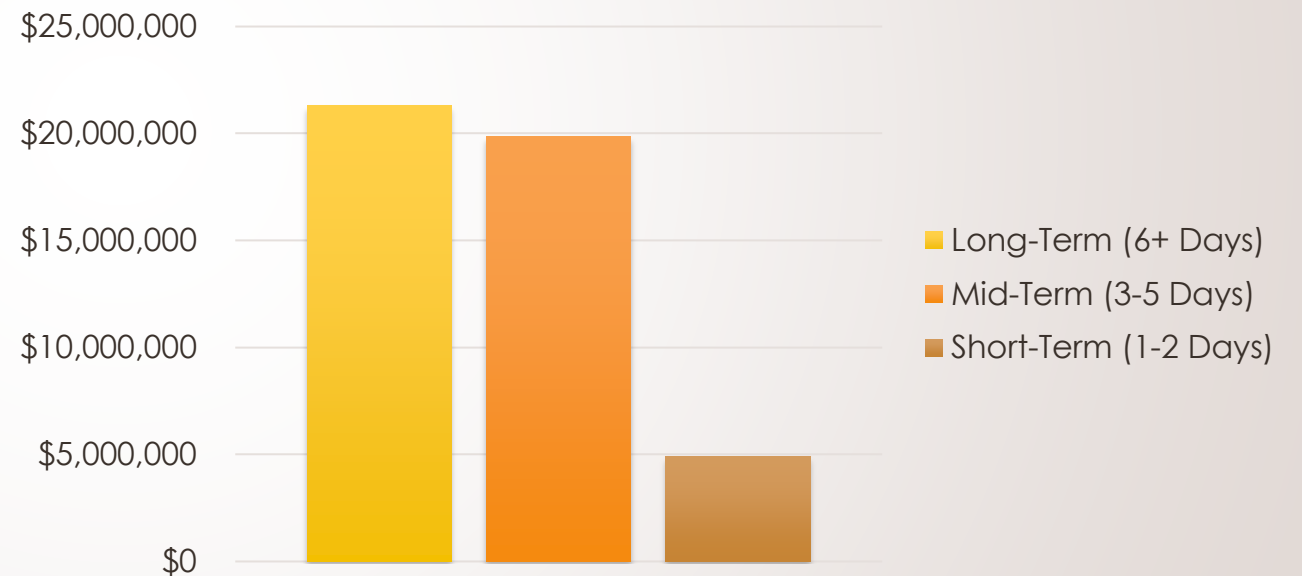


Chart 1.1: Column chart compares total profit for short-term, mid-term, and long-term rentals in 2018.

Increase Profit of Short-Term Rentals

Annual Profit

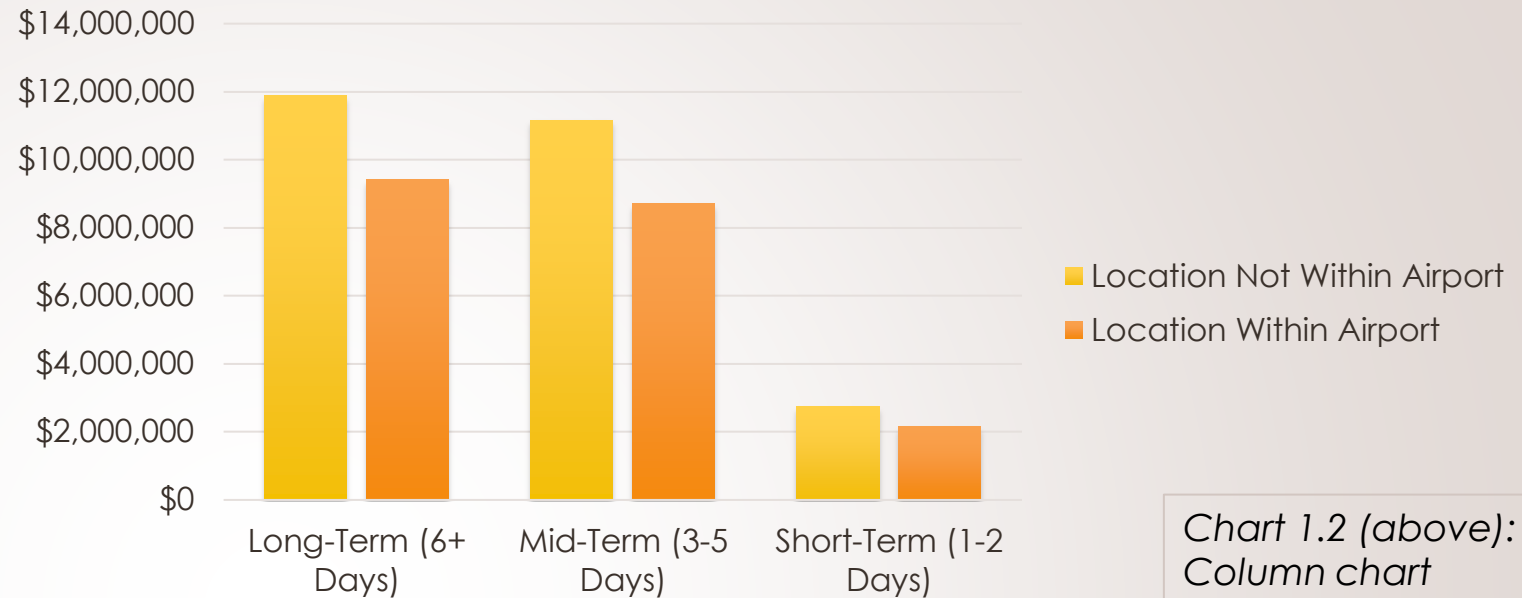


Chart 1.2 (above): Column chart compares total annual profit in 2018 by rental duration and whether the branch is located within an airport.

Profit Change- Rental Length

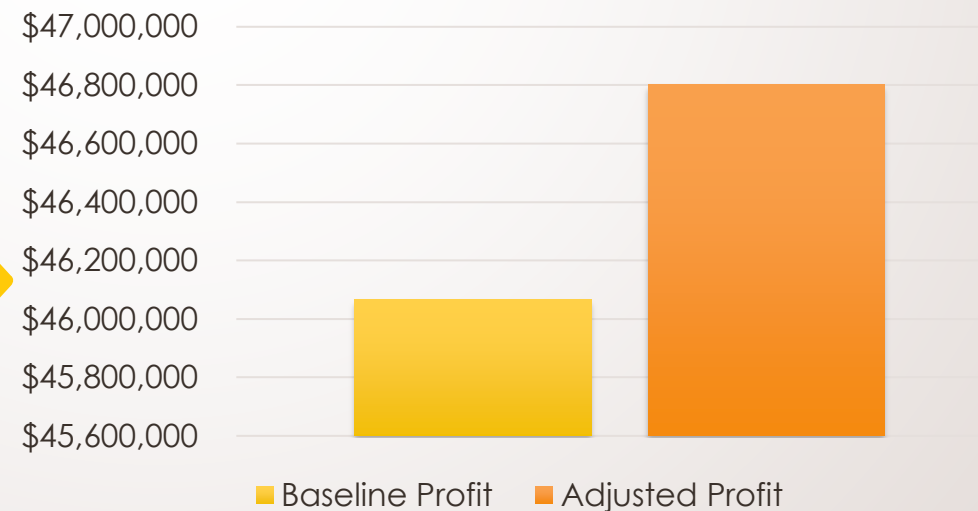


Chart 1.3 (left): Column chart compares hypothetical profit change for 2018 with a 15% increase in sales for short-term rentals.

Recommendation: Increase Fourth Quarter Profits

Annual Profit by Quarter

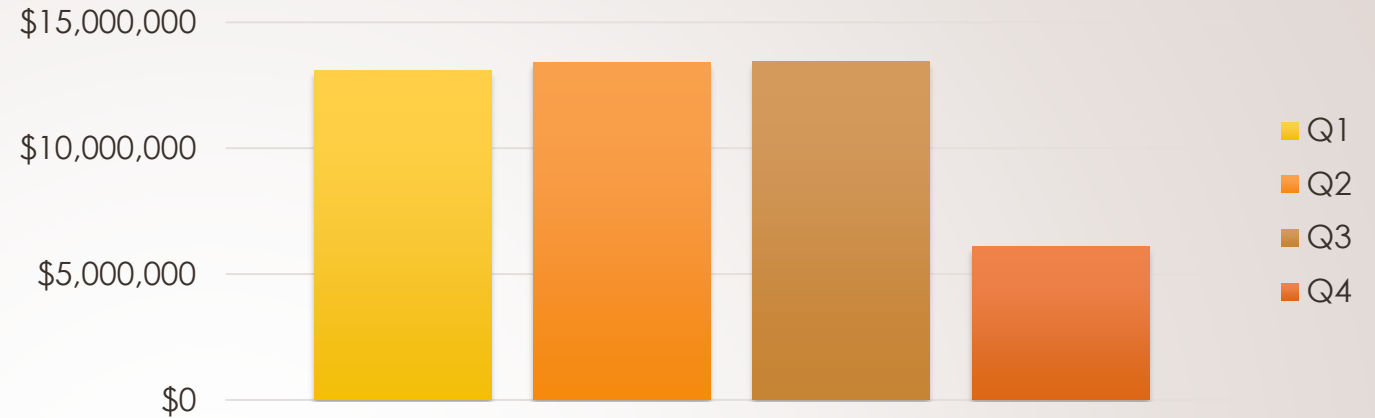


Chart 2.1: Column chart displays total profit by each quarter in 2018.

Actual and Expected December Baseline Data			
	Port Of Seattle	Lariat	Expected Baseline
Average Monthly Revenue	\$ 27,861,947.67	\$ 4,802,746.09	\$ 4,802,746.09
December Revenue	\$ 17,835,630.00	\$ 3,074,444.16	\$ 7,044,262.89
Percent of Average	64%	64%	147%

Table 2.1: Table compares Lariat's December revenue and average monthly revenue to expected December revenue (Expected Baseline) if Q4 data were complete for 2018.

*Data highlighted yellow is hypothetical data using rental fleets overseen by Port of Seattle(2018) as reference.

*Data highlighted orange is hypothetical data using the assumption each quarter's profits were comparable using the second lowest quarter (Q1) in Lariat's data as reference.

*[Source Information](#)

Increase Fourth Quarter Profits

Annual Profit by Month

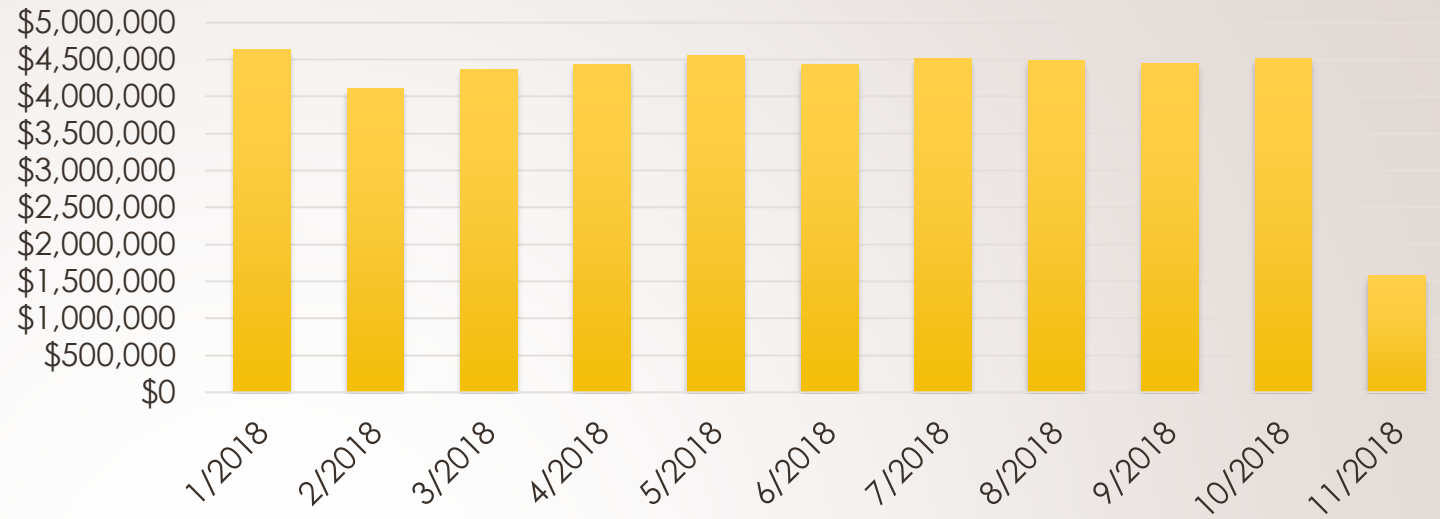


Chart 2.2: Column chart displays total annual profit by month in 2018.

Profit Change- Quarterly

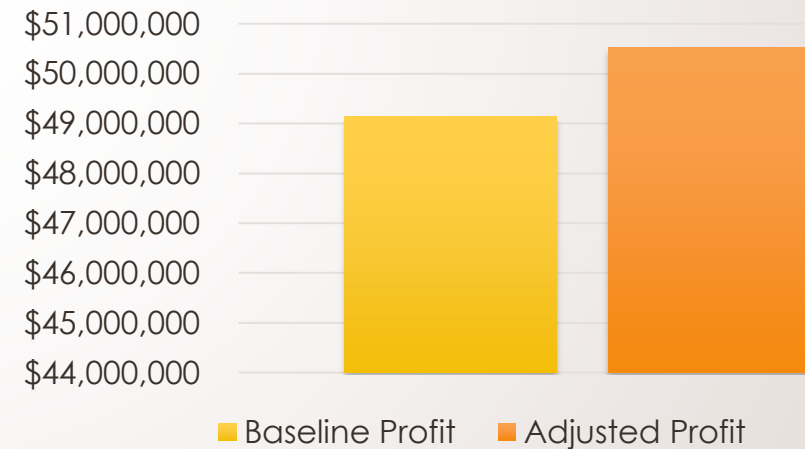


Chart 2.3: Column chart compares hypothetical profit change for 2018 with a 15% increase in sales for short-term rentals.

*Baseline profit includes hypothetical December data from Table 2.1

Quarterly Profit- Hypothetical vs. Real Data

Profit Change-Quarterly

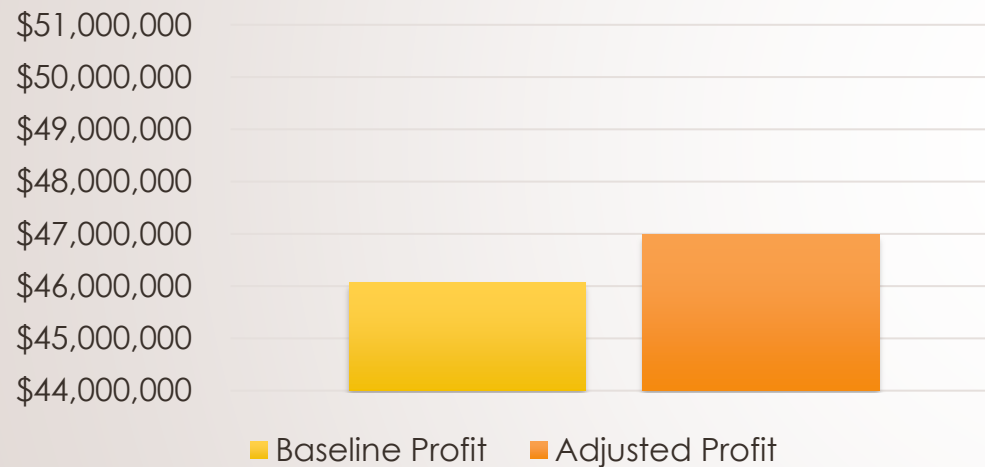


Chart 2.4: Column chart compares hypothetical profit change for 2018 with a 15% increase in sales for short-term rentals.

**Profit Change- Quarterly
(Hypothetical Data)**

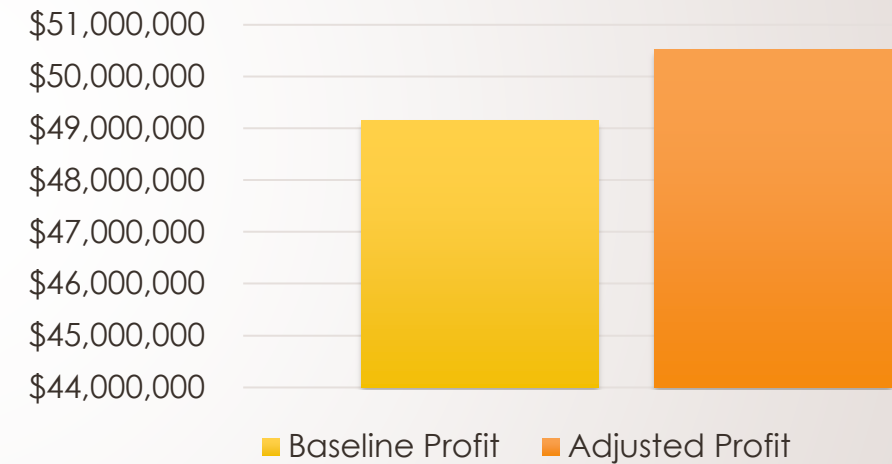


Chart 2.3

Conclusion

- Focusing on short-term rentals will have a smaller impact but will offer lower-risk opportunities for different promotional methods.
- Focusing on quarterly sales will have a larger impact and result in more consistent profit through the year.

Profit Change- Rental Length



Chart 1.3

Profit Change-Quarterly

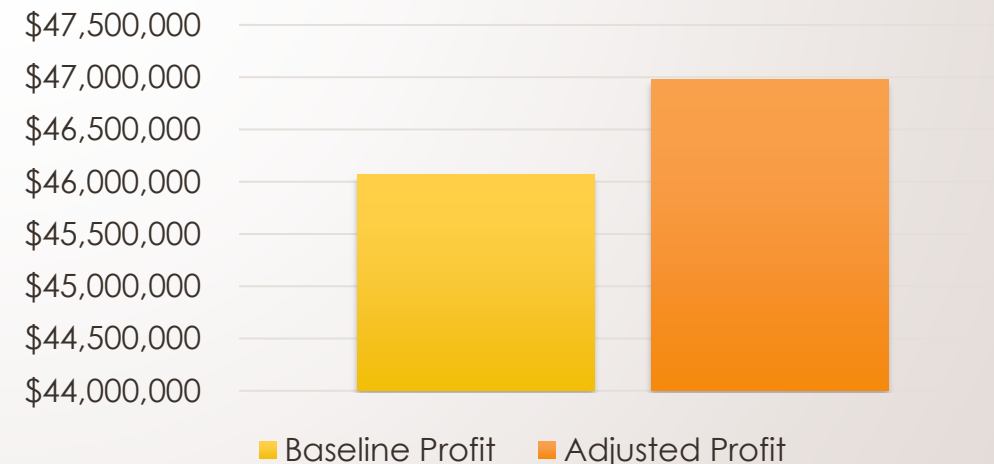


Chart 2.4



Thank You!





Additional Source Material

➤ [Source Information](#)

- Site: Tough Nickel is a personal finance and business site designed for personal and professional financial goals
- Author: Devon Lemieux is a business consultant who specialized in sales and leadership consulting