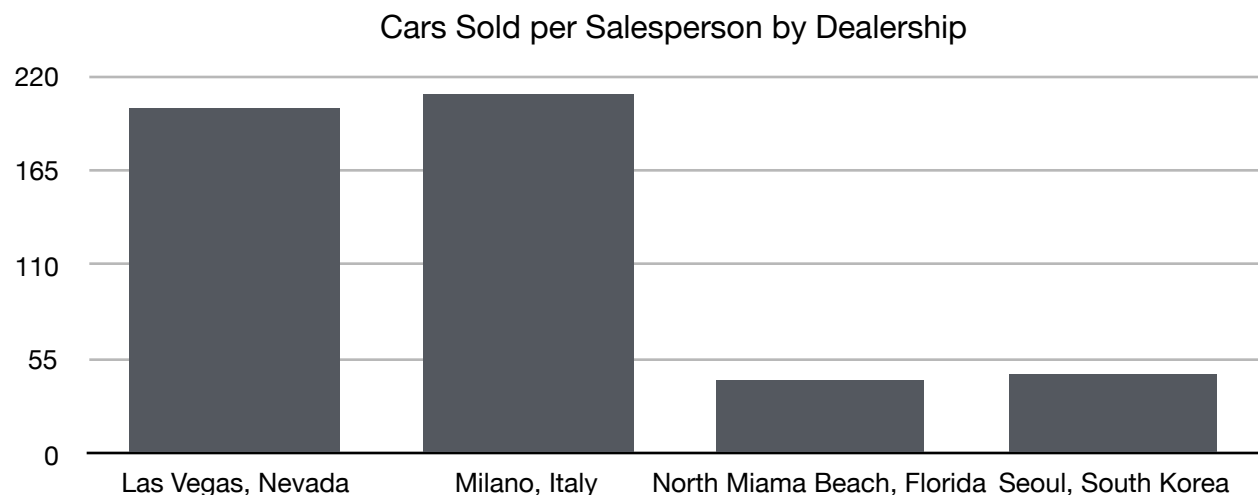


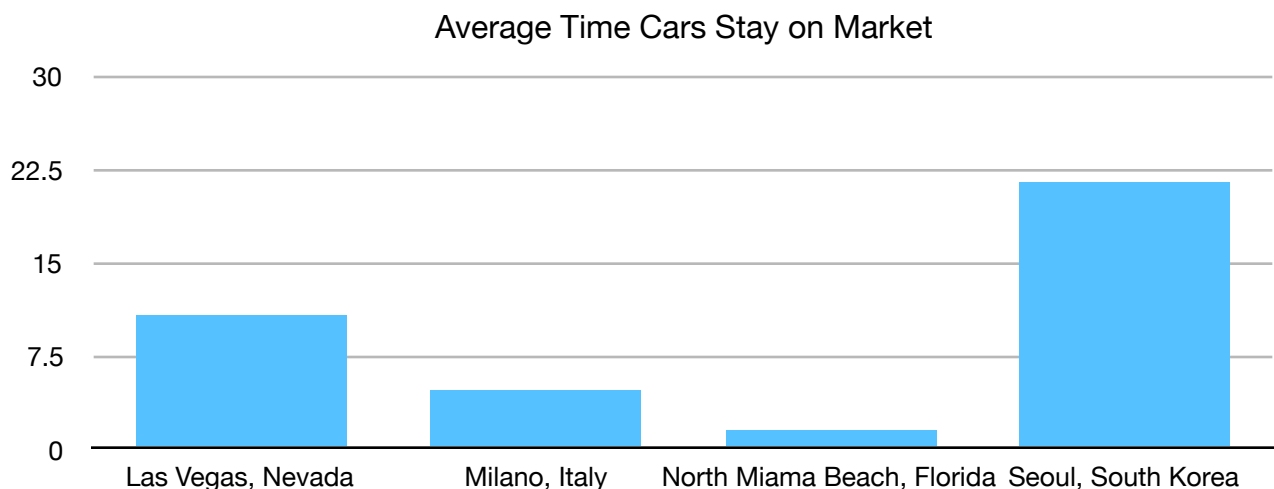
**To:** Lamborghini Management Department  
**From:** Ayaan Hussain, IS Analyst, Lamborghini.  
**Date:** 15th April, 2019.  
**Subject:** Expansion of the Lamborghini Milano Branch.

After analyzing the data provided to me, I have come to the conclusion that the firm should allocate resources to prioritize the expansions of the Milano, Italy dealership over the rest of the dealerships for the time being. I have found that the Milano Dealership has consistently managed to make sales at prices higher than its cars' ask price even though it is a relatively recently established dealership when compared to the rest. The Milano dealership also sells a higher number of cars the compared to most of the others while also employing a fewer number of salespeople hence implying that the sales of vehicles at this dealership is more efficient and manageable at this dealership as well as the highest revenue per salesperson.

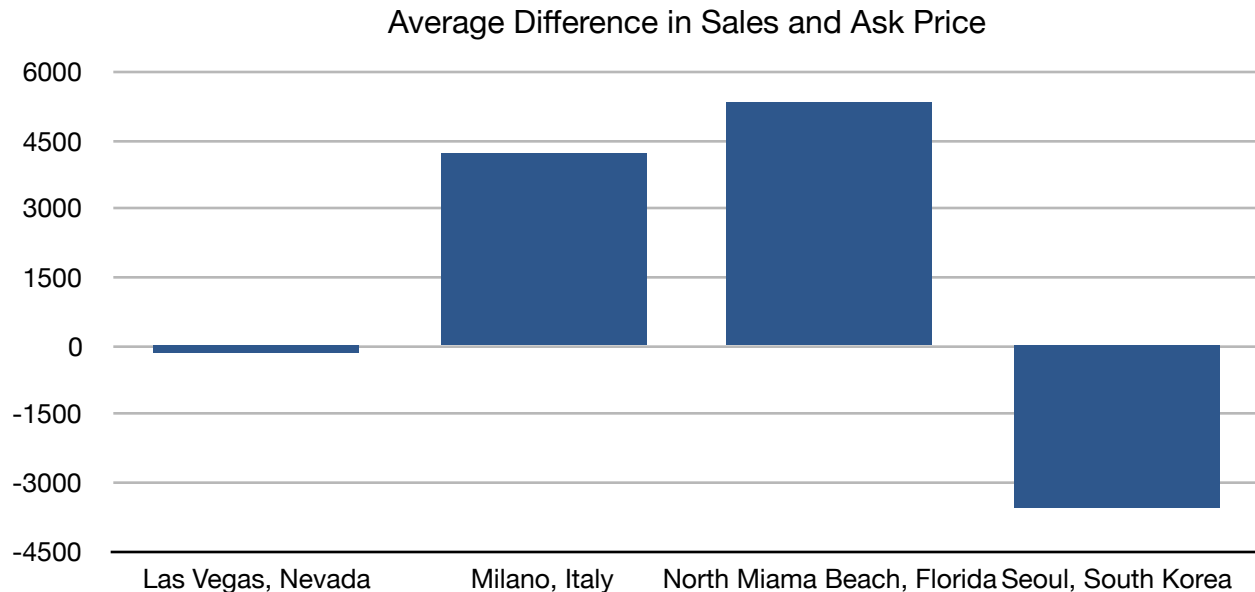
The figure below shows the average difference In sales per salesperson showing how Milan has the most efficient sales team as on average, one salesperson sells 209 cars.



In the figure below, we can see that the cars sold by the dealership remains for the least time in Milano and Miami implying a high sales rate for the cars in these two dealerships compared to the other two which have values almost thrice as long compared to these two.



From the figure below, we see that the Milano branch again has the second highest difference between the sales and ask price showing us how they sell at a price higher than the ask implying a much higher profit as compared to those dealerships that have to sell at prices with a negative sales vs. ask price.



The Milano branch's superior car sales in terms of number of cars sold along with its clear superiority when it comes to the number of cars sold per salesperson and the short duration for which the cars stay at the dealership make it a more viable option than North Beach Miami as even though the Miami branch has better figures at more than one front, their slight disadvantage when it comes to the number of salespeople they need to reach the same efficiency as the Milan branch makes it less viable to expand than the Milan branch as the Milan branch shows more potential for higher profits upon expansion when compared to every other branch.

Additional data regarding whether the cost to ship the cars to the dealership from the manufacturing unit is lower compared to other dealerships would help us determine whether we can markup the prices in this dealership more to make extra profit and further incentivize its expansion. I believe this is plausible because Lamborghini cars are manufactured in Italy and it would be considerably cheaper to get cars delivered to somewhere within Italy compared to a place such as Las Vegas. This is why I believe it would be most beneficial to the firm to expand the Milano dealership.