



LARIAT CAR RENTAL COMPANY

BUSINESS OBJECTIVE

- Derive insights from the rental fleet and recommend strategies
- Minimize cost and maximize revenue



2018 BASE ASSUMPTION

| | |
|------------------------------|--------------|
| Number of Fleets | 4000 |
| Number of Branches | 50 |
| Avg Profit Per Branch | \$ 1,056,604 |

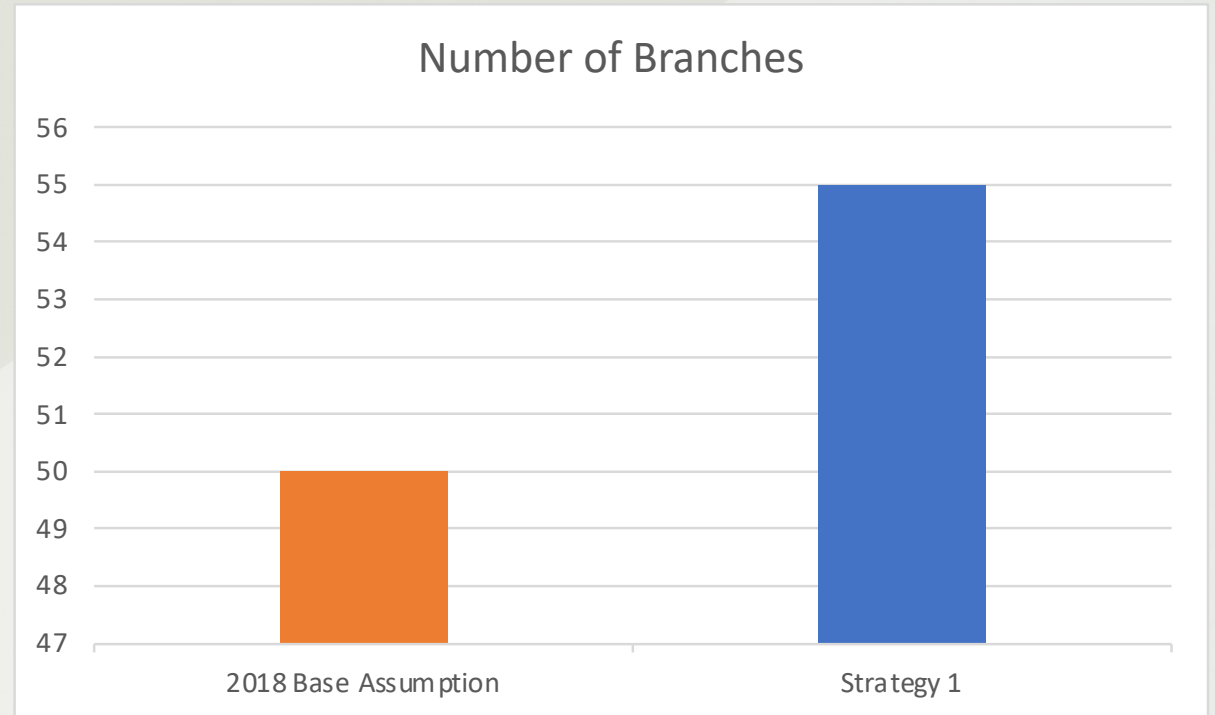
| | |
|----------------------------------|---------------|
| Gross Revenue | \$ 52,830,207 |
| Avg Gross Revenue Per Car | \$ 13,208 |

| | |
|-------------------------|---------------|
| Car Cost | \$ 28,244,306 |
| Insurance Cost | \$ 4,832,383 |
| Avg Cost Per Car | \$ 7,061 |
| Total Cost | \$ 33,076,689 |

| | |
|--------------------------------|---------------|
| Net Revenue | \$ 19,753,518 |
| Avg Net Revenue Per Car | \$ 4,938 |

STRATEGY 1

- Increase the number of branches (10%)
- Increase in annual revenue up to 5.3 Million (USD)

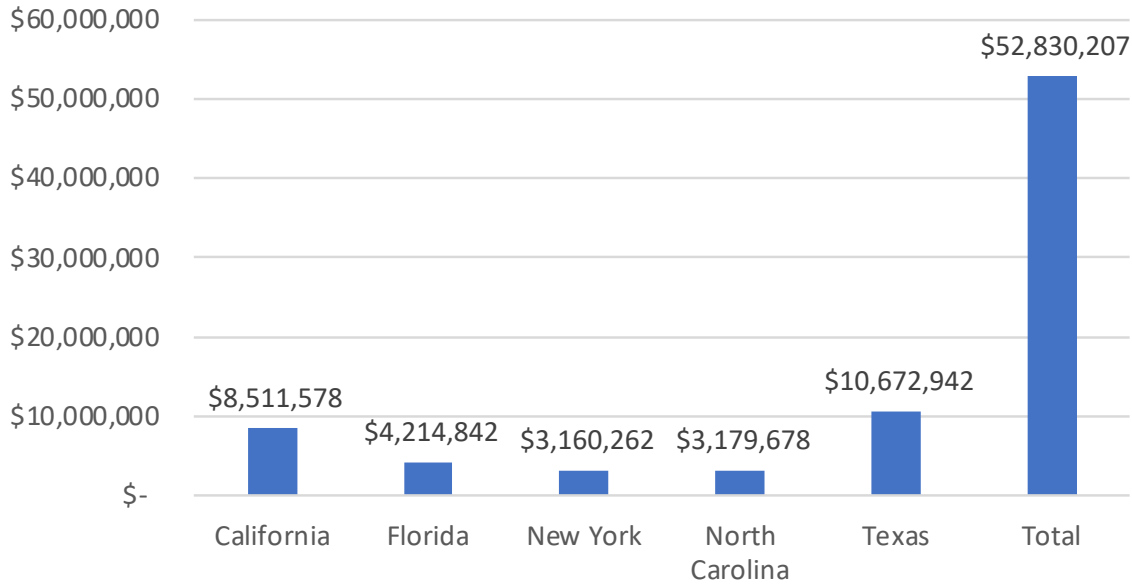


5 TOP PERFORMING STATE

Top 5 Performing State

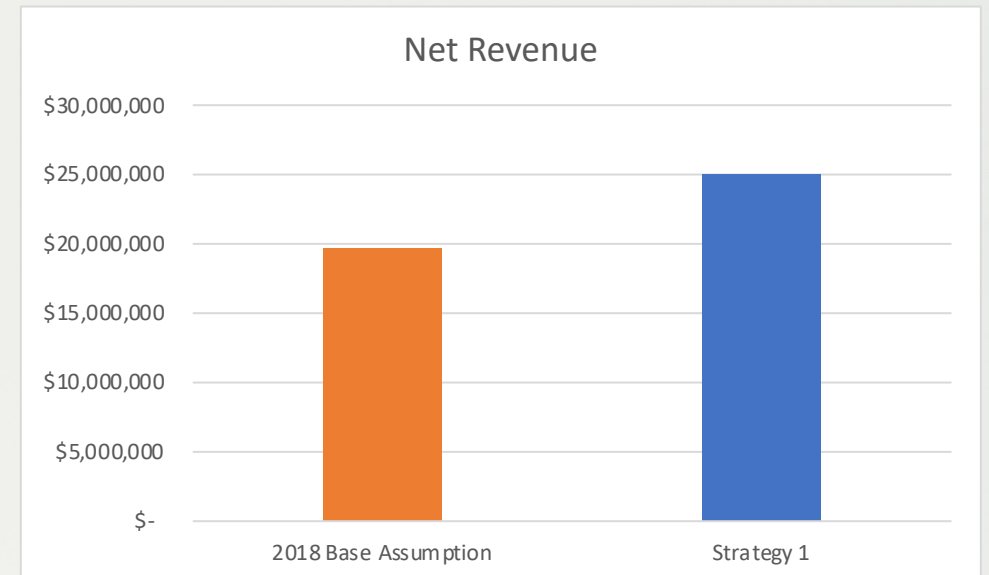
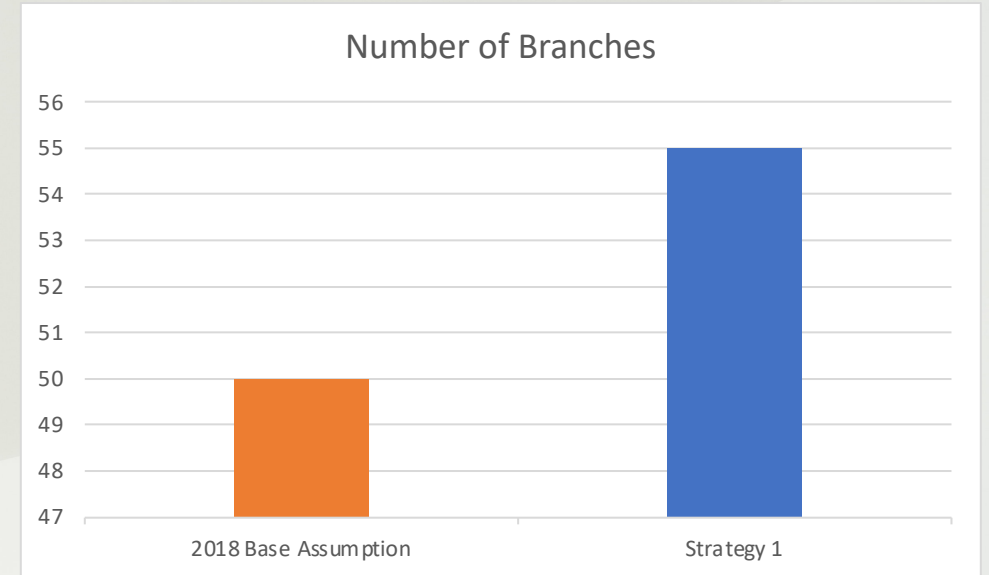
| Rank | State | Profit |
|-------------------------------------|----------------|---------------|
| 1 | Texas | \$ 10,672,942 |
| 2 | California | \$ 8,511,578 |
| 3 | Florida | \$ 4,214,842 |
| 4 | North Carolina | \$ 3,179,678 |
| 5 | New York | \$ 3,160,262 |
| Top 5 Total Share compared to total | | 56% |

Top 5 Performing State



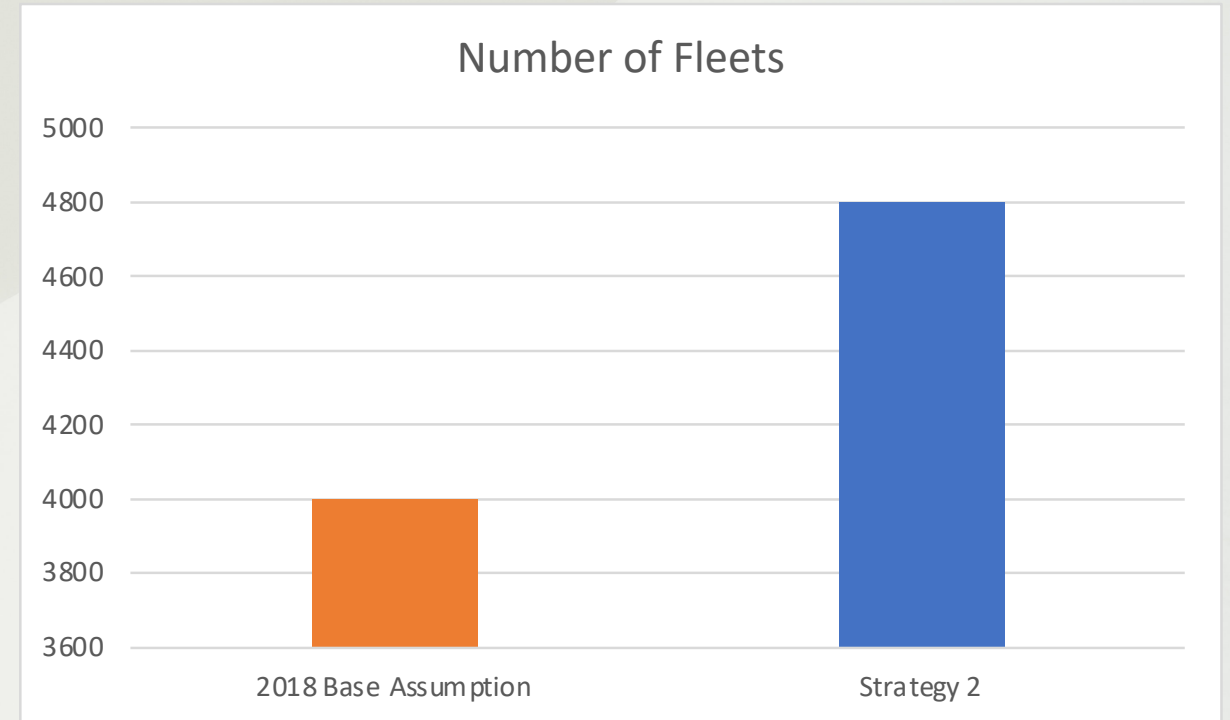
STRATEGY 1

- Increase the number of branches
- Increase in annual revenue up to 5.3Million (USD)



STRATEGY 2

- Increase the number of Car Fleets (20%)
- Increase in annual revenue up to 4 Million (USD)



5 MOST RENTED CAR BRANDS

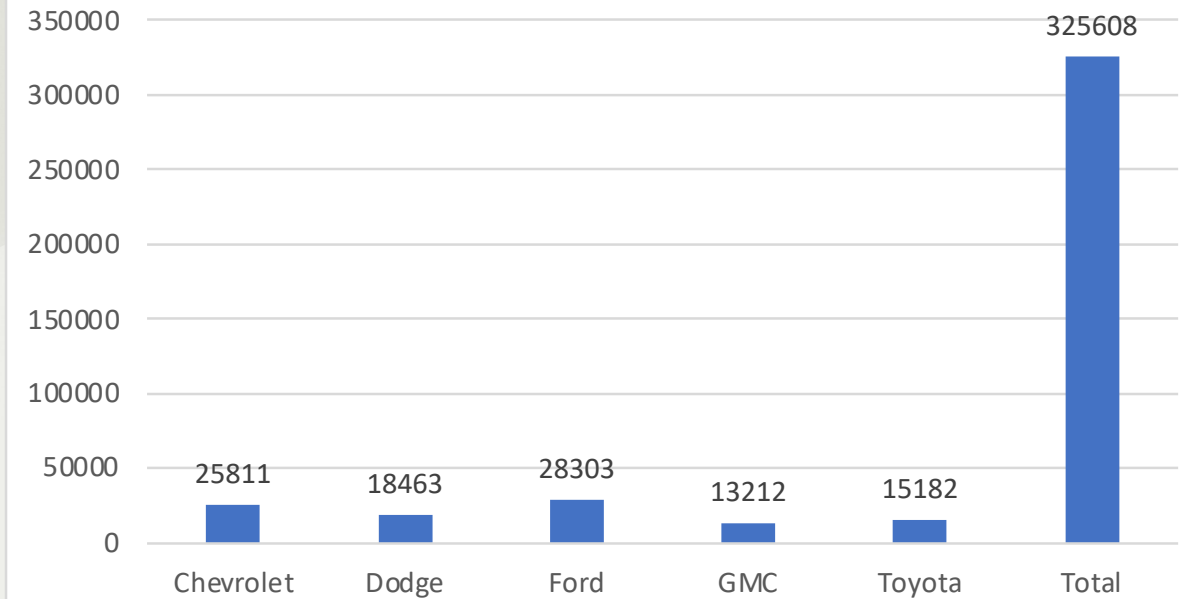
Top 5 Most Rented Car Brand

| Rank | Brand | Total # of times Rented |
|------|-----------|-------------------------------|
| 1 | Ford | 28303 |
| 2 | Chevrolet | 25811 |
| 3 | Dodge | 18463 |
| 4 | Toyota | 15182 |
| 5 | GMC | 13212 |

Percentage for most rented
car comapred to Total

31%

Top 5 Most Rented Car Brand



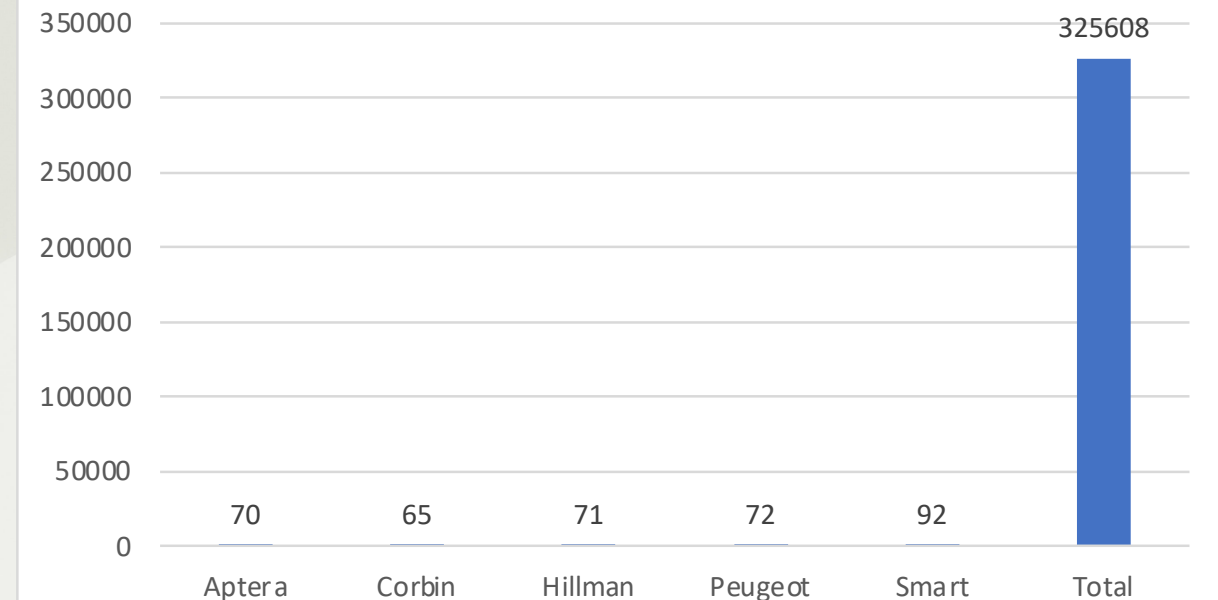
5 LEAST RENTED CAR BRANDS

5 Least Rented Car Brand

| Rank | Brand | Total # of times Rented |
|------|---------|-------------------------|
| 1 | Corbin | 65 |
| 2 | Aptera | 70 |
| 3 | Hillman | 71 |
| 4 | Peugeot | 72 |
| 5 | Smart | 92 |

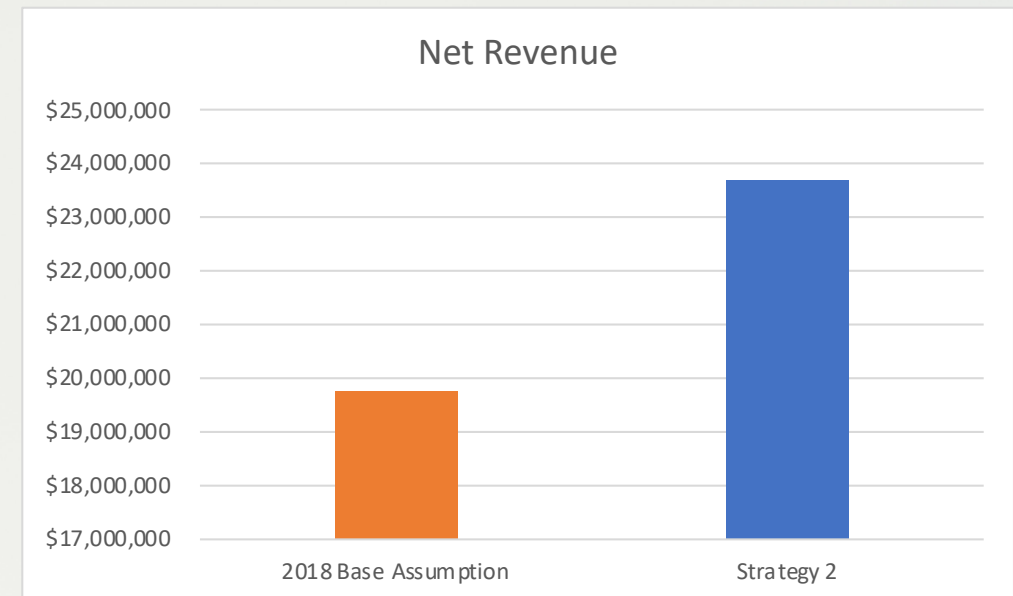
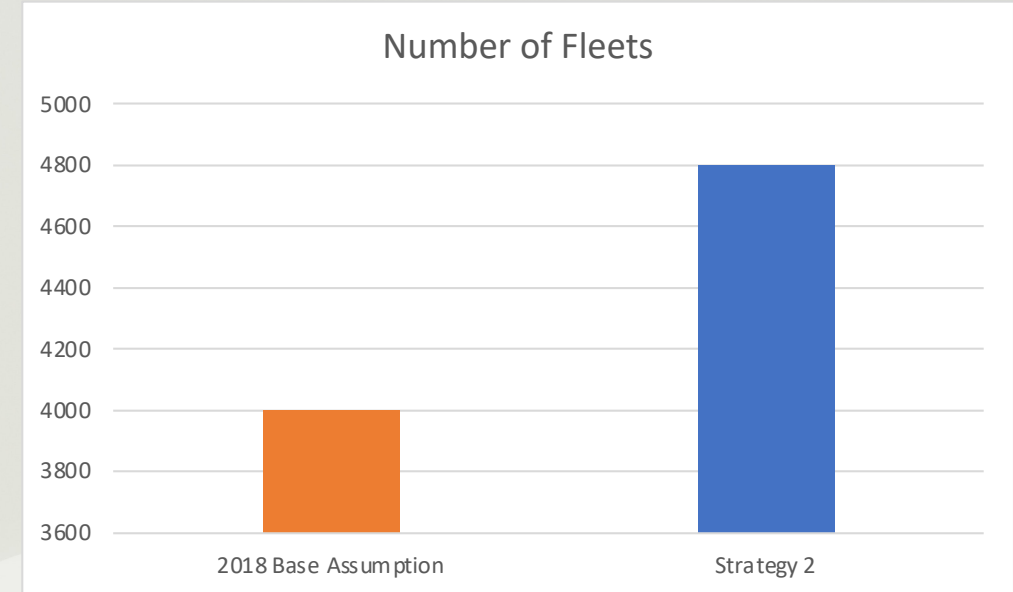
| | |
|---|-------|
| Percentage for least rented car compared to Total | 0.11% |
|---|-------|

5 Least Rented Car Brand



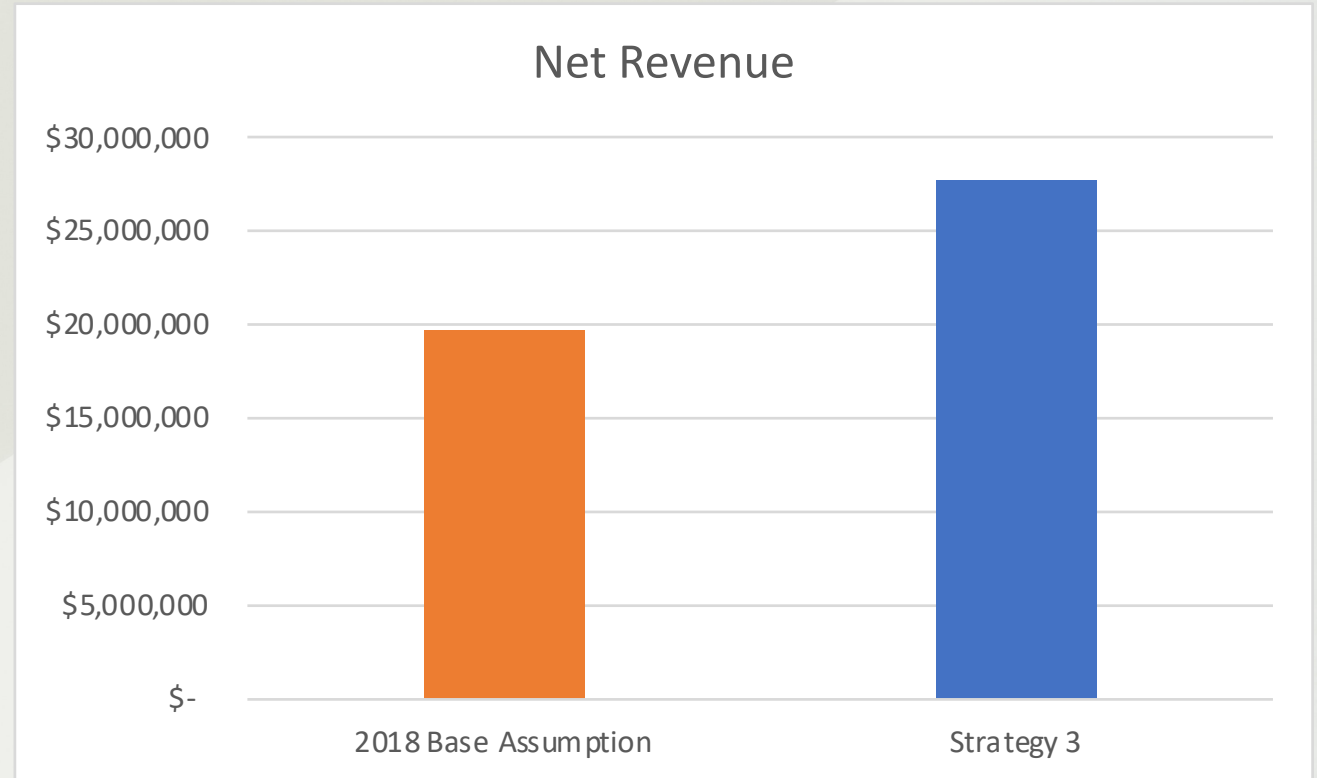
STRATEGY 2

- Increase the number of Car Fleets (20%)
- Increase in annual revenue up to 4 Million (USD)



STRATEGY 3

- Assume growth in revenue by 15%
- Increase in annual revenue up to 8 Million (USD)



RECOMMENDATIONS

- Strategies 1: Expand Lariat's market reach
- Strategy 3: Assume growth in revenue

