

Lexus of Mishawaka

Five Years Sold History Analysis

Population of Interest: Lexus of Mishawaka Dealership Sold Customers

Location: 4325 North Grape Road, Mishawaka, IN 46545

Time Span: January 2nd, 2011 to January 4th, 2016

Sponsor: Perry Watson III and Perry Watson IV

Source: ADP Reporting

Analyst: Martell Tardy (Marketing Information Specialist)

Subjects: 3,155 Sold Guest Entries

Focus: Trend Analysis for 2016 Business Decisions

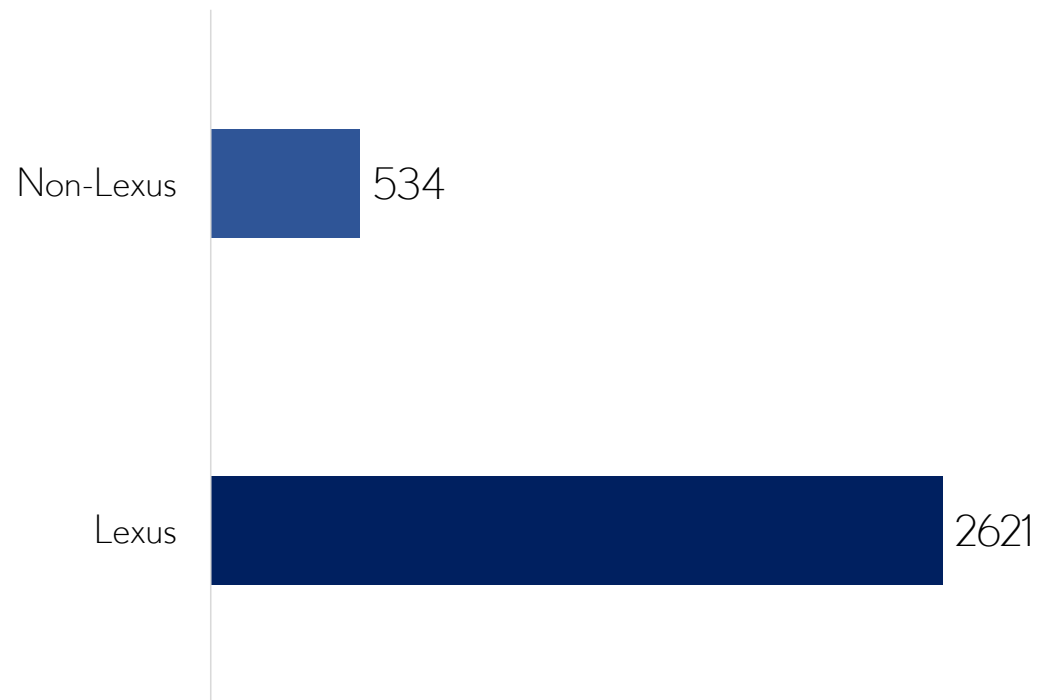
Delivered: September 5, 2021

Big Questions

Who is buying from Lexus of Mishawaka?

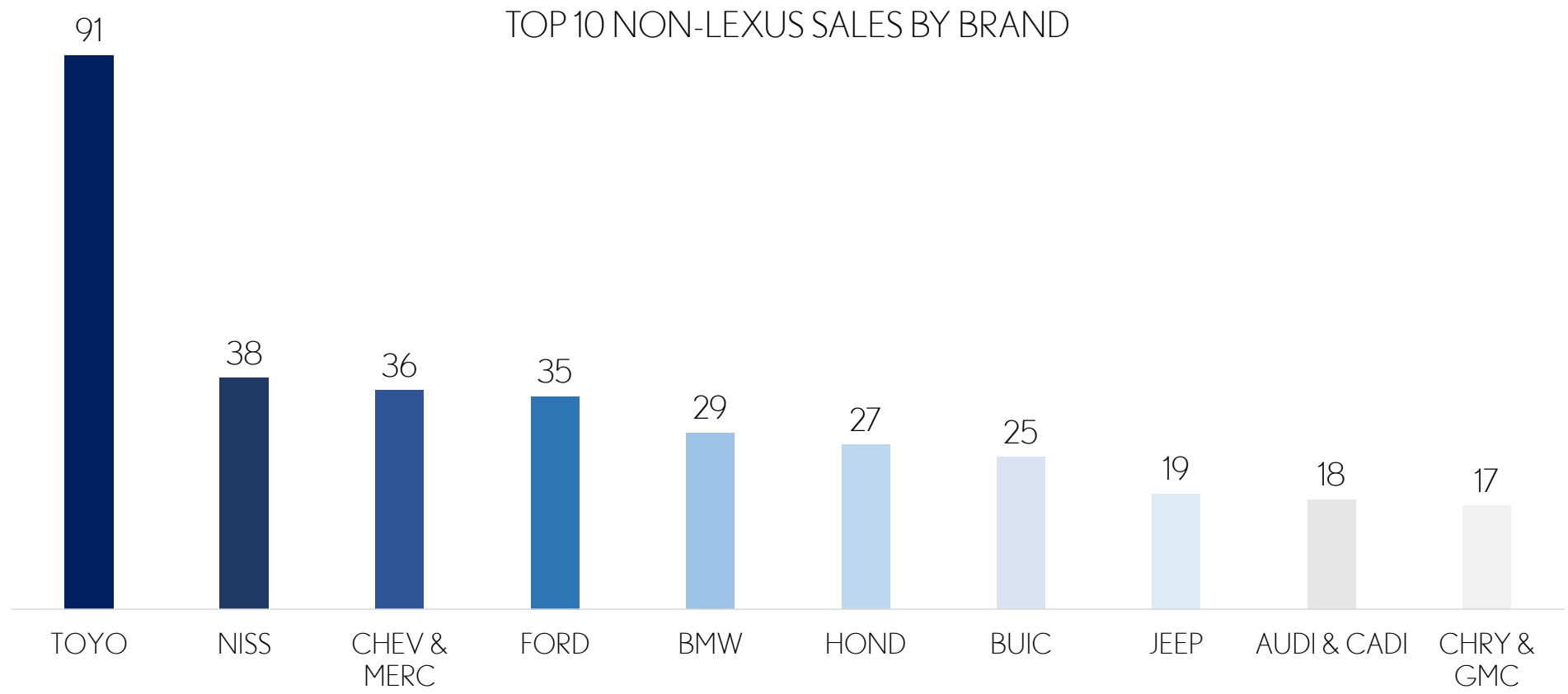
5 Years Overview

Total Sales from Jan 2011 to Jan 2016 Month End: **3155 units**



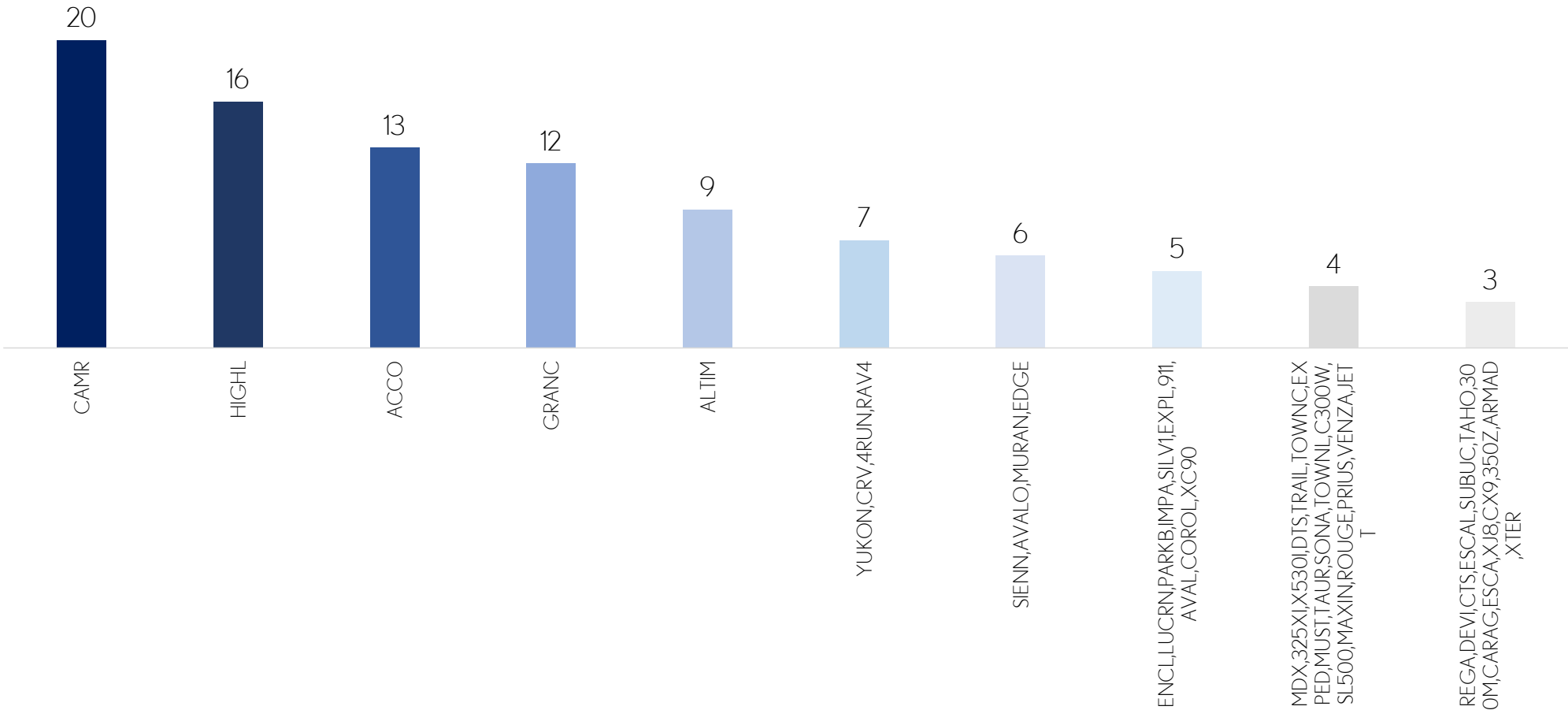
5 Years Overview

TOP 10 NON-LEXUS SALES BY BRAND

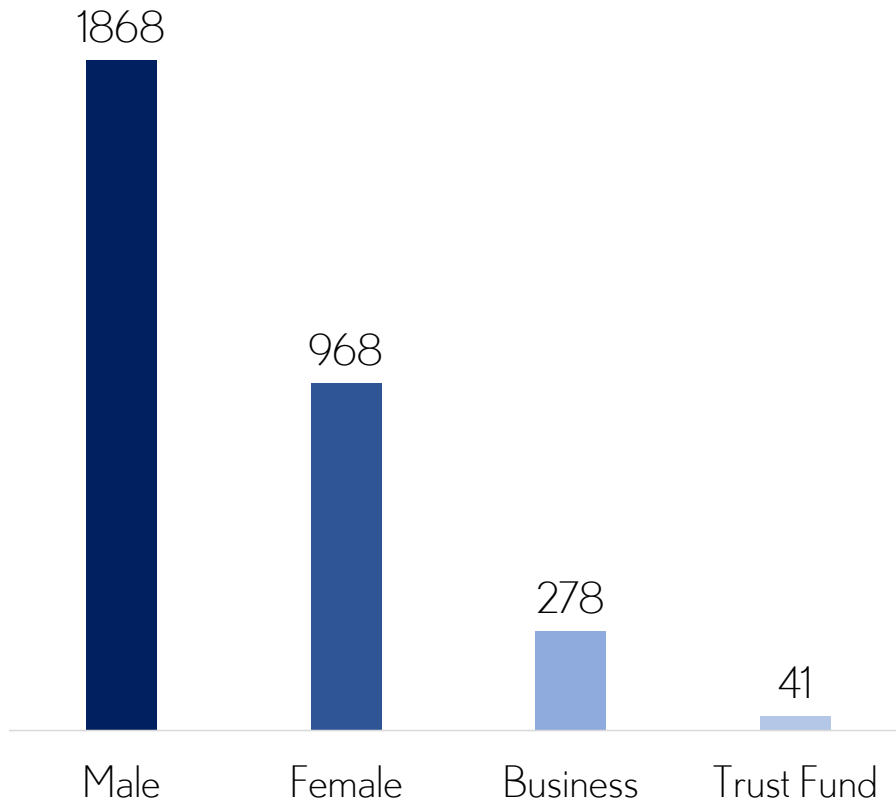


5 Years Overview

TOP 10 NON-LEXUS SALES BY MODEL



5 Years Overview



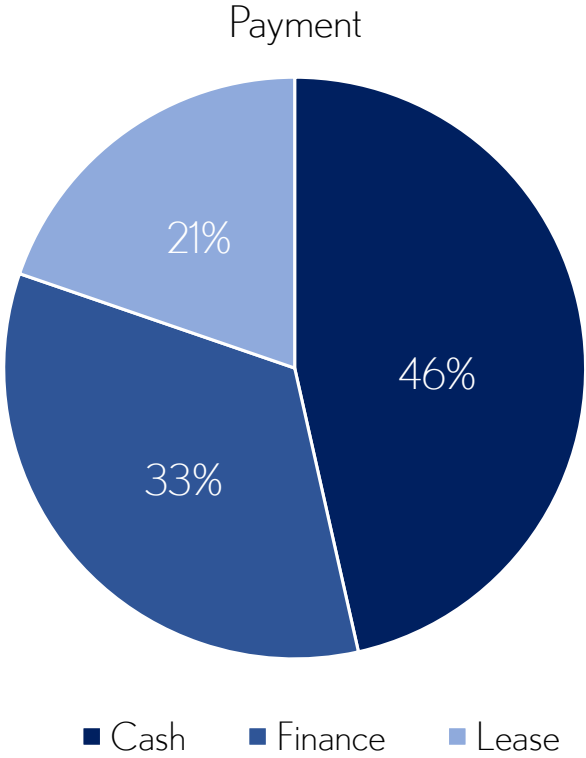
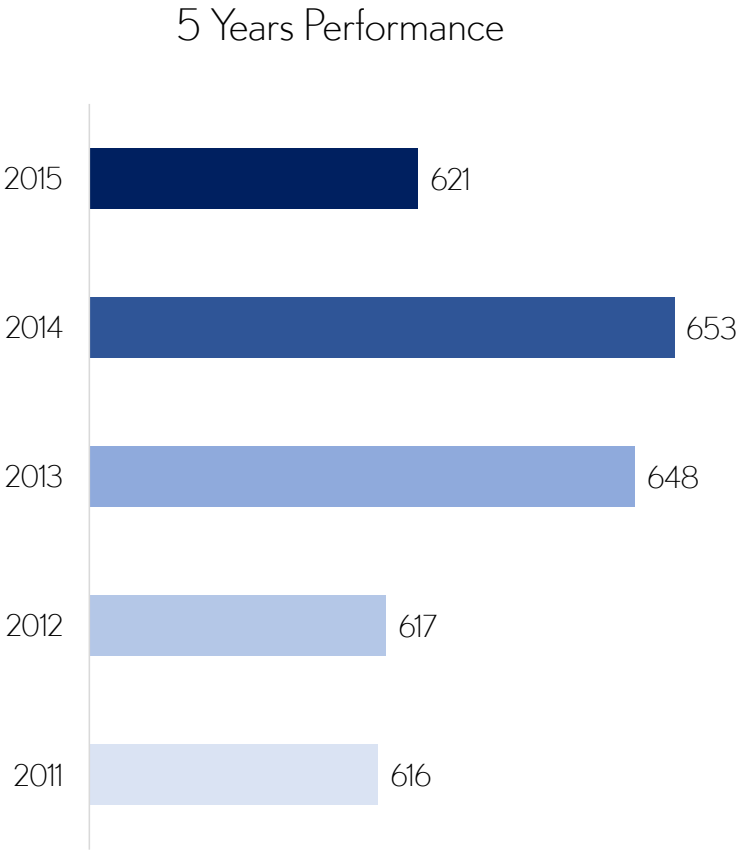
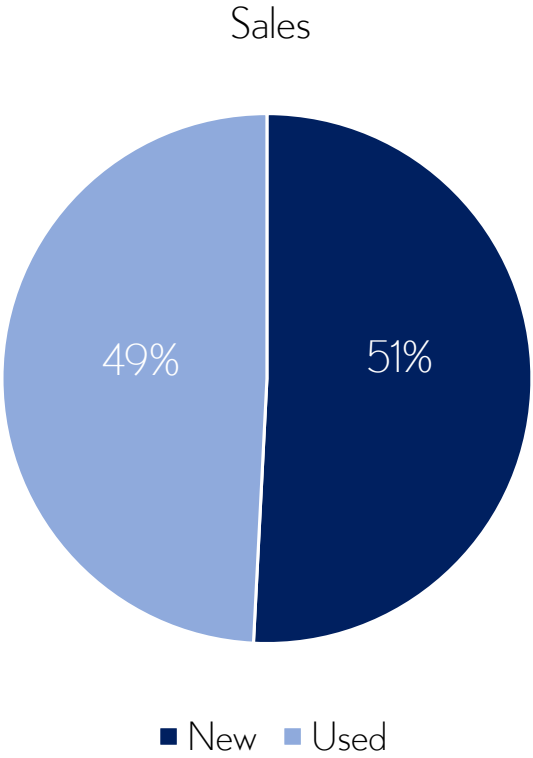
2281 First Time Buyers

72%

370 Multi-Buyers

874 units

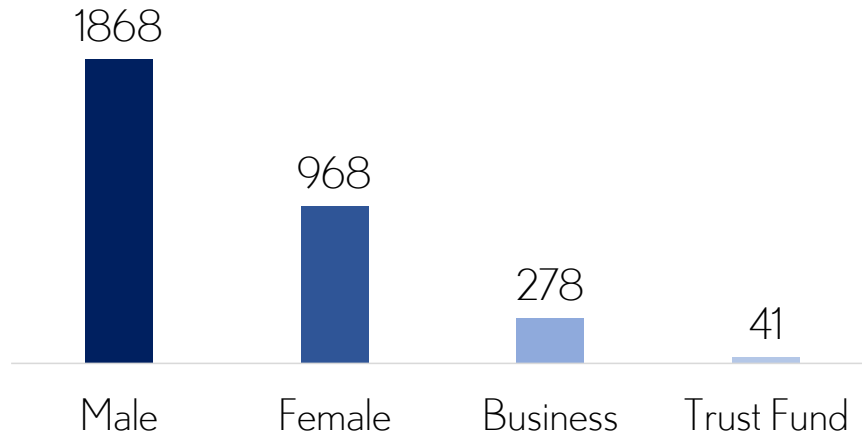
5 Years Overview



5 Years Overview



5 Years Overview Analysis



2281 First Time Buyers

72%

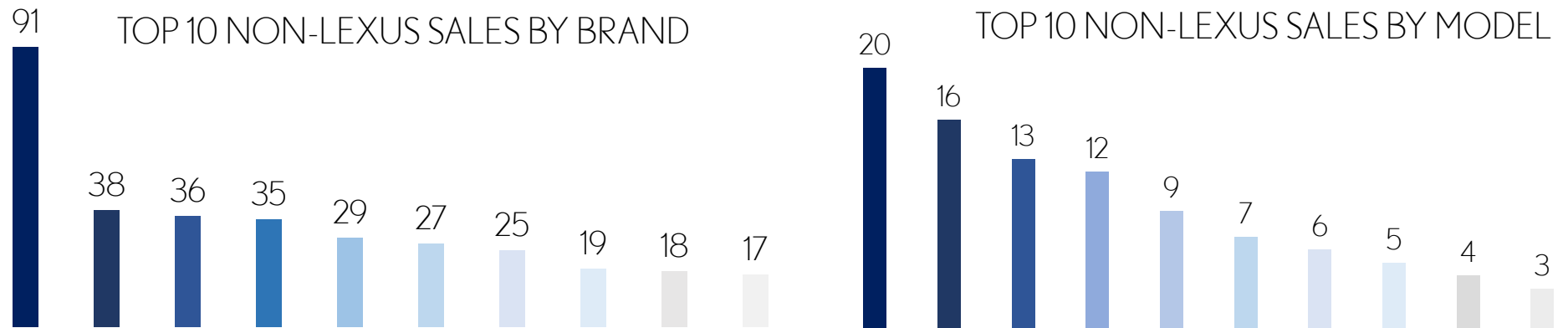
370 Multi-Buyers

874 units

Analysis: 59% of Lexus of Mishawaka's buyers are males. Multi-Buyers make up 27% of total sales.

Application: Develop marketing material targeted at attracting male buyers. Develop marketing strategies to increase sales from female buyers. Develop strong sales and service processes for retention of first time buyers.

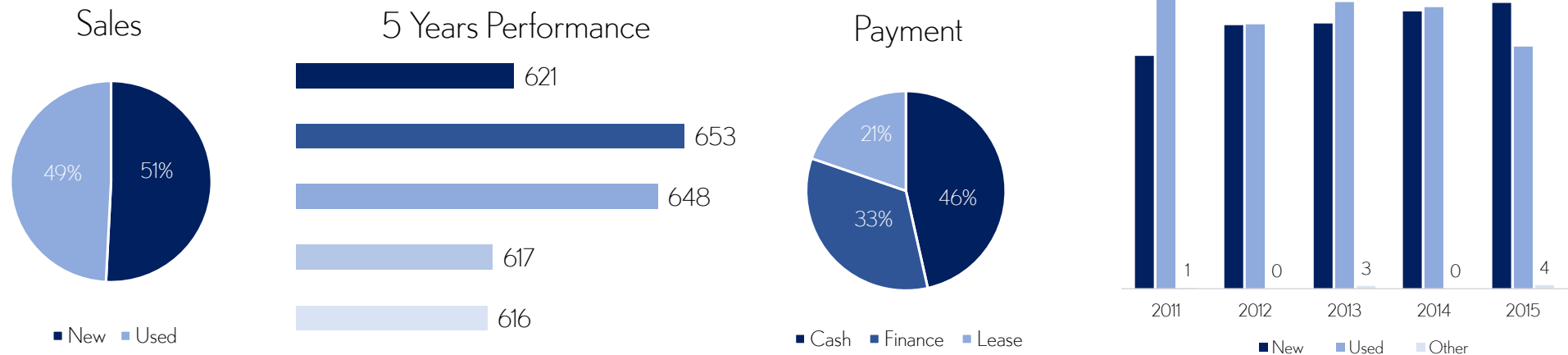
5 Years Analysis



Analysis: Toyota is the number one sold non-Lexus brand at 17% of all non-Lexus sales at Lexus of Mishawaka. The Camry and Highlander compromise the majority of Toyota sales with 20 units for Camry and 16 units for Highlander.

Application: Stock used inventory at Lexus of Mishawaka consistently with Toyota units with an emphasis on Camrys and Highlanders. Develop a marketing campaign in 2016 branding the dealership as a "Toyota friendly dealership" in DMA. Develop marketing strategies targeted at the conquest of Toyota buyers online.

5 Years Analysis



Analysis: Lexus of Mishawaka buyers are 2% more likely to purchase a used unit versus a new unit. Over 80% of Lexus of Mishawaka sales are Lexus units versus less than 20% sales on non-Lexus units. 2011 was the strongest year for used sales YTD and 2015 for new sales YTD. 2014 had the highest sales at 653 units and 2015 had the lowest at 616 units. Lexus of Mishawaka buyers are 13% more likely to purchase a unit with cash versus financing. Over 70% of Lexus of Mishawaka's buyers are new to the dealership.

Application: Maintain a competitive new and used inventory. Continue marketing the dealership as your "local Lexus dealer". Review marketing and sales strategies for new and used inventory in 2011 and 2015 since they were the strongest selling years for new and used. Review the internal structure and strategy of management and the sales team in 2014 since it was the highest selling units YTD. Develop marketing and special offers for cash buyers. Develop a strong retention process for first time buyers.

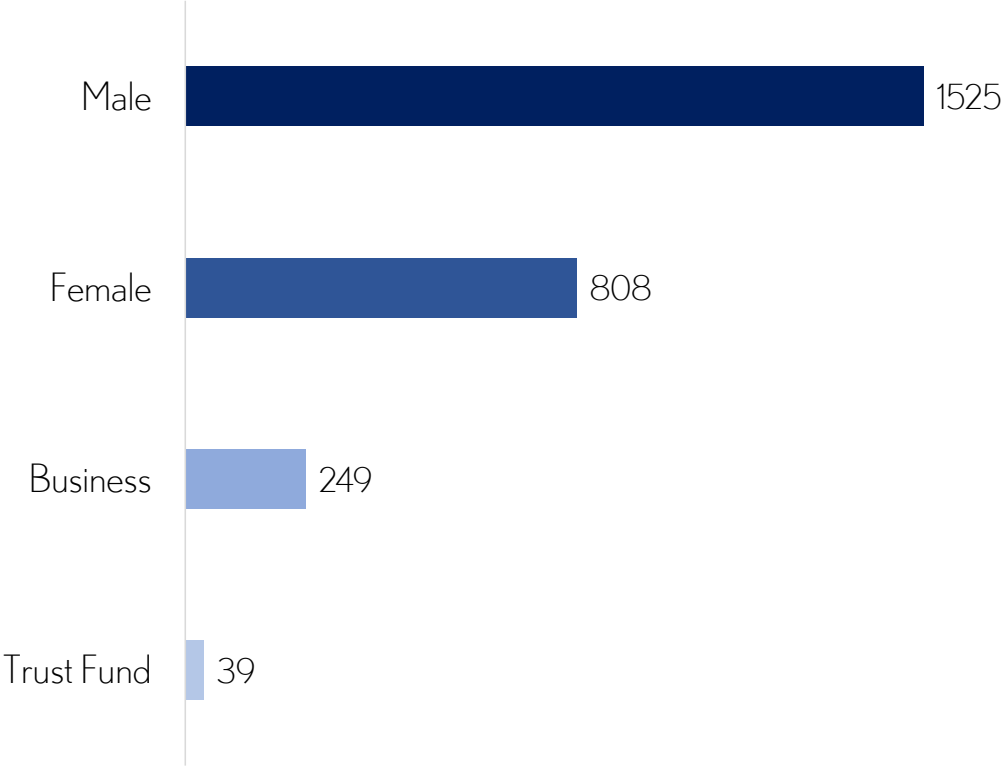
Big Questions

Who is buying Lexus units at Lexus of Mishawaka?

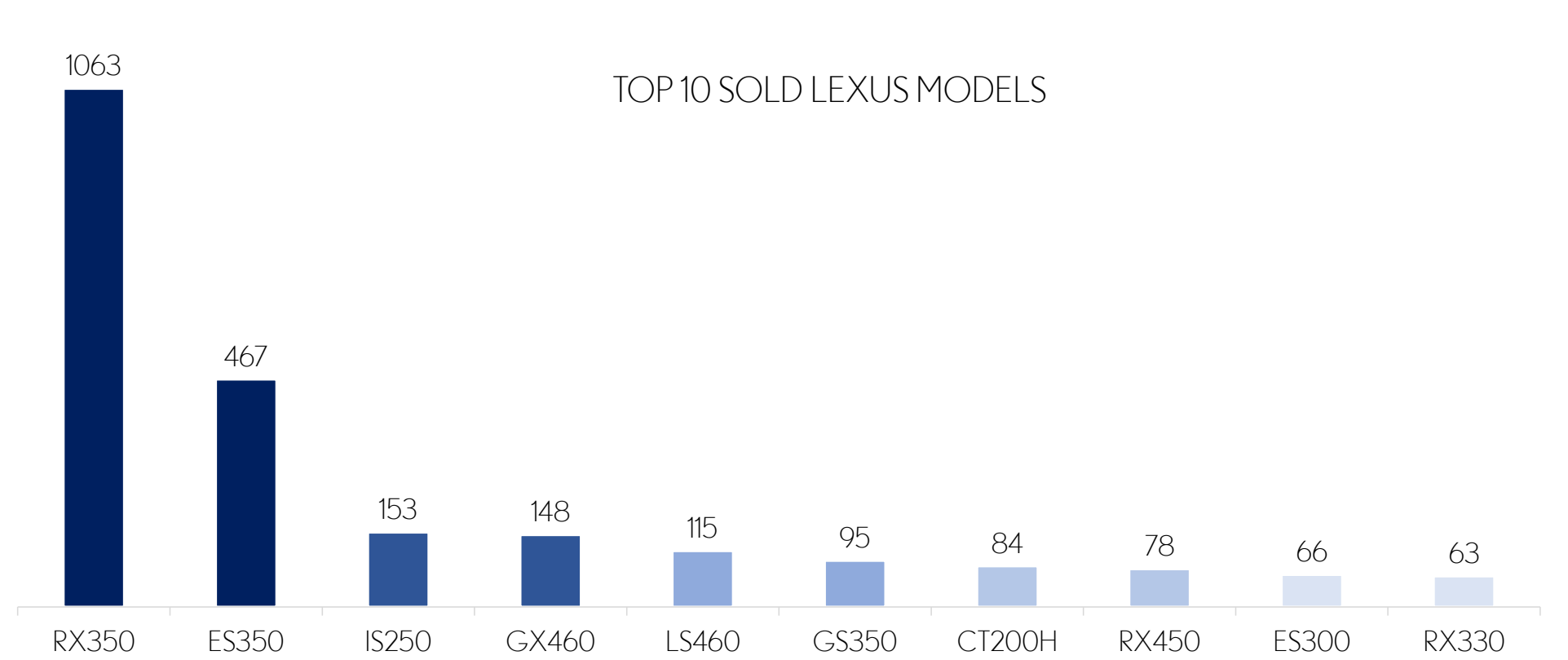
Lexus Brand Profile

Total Lexus Units Sold

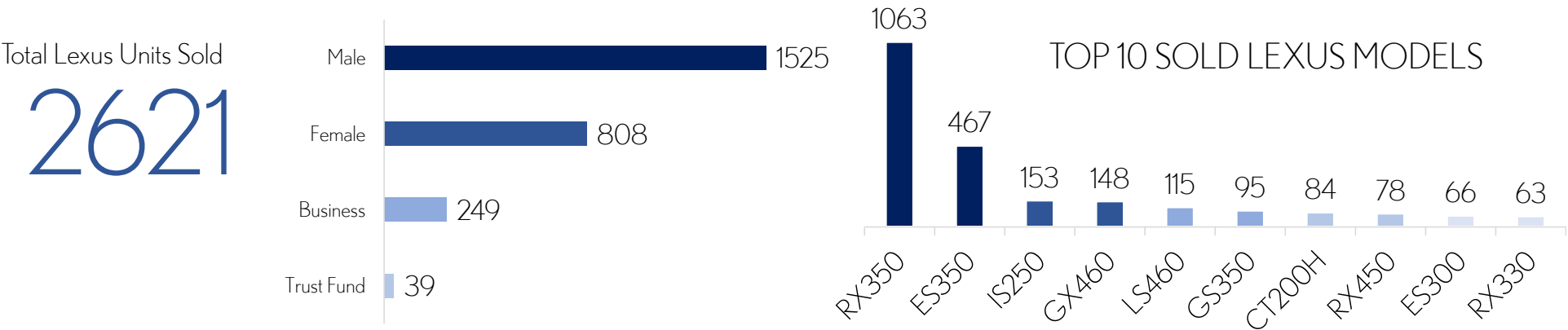
2621



Lexus Brand Profile



Lexus Brand Profile Analysis



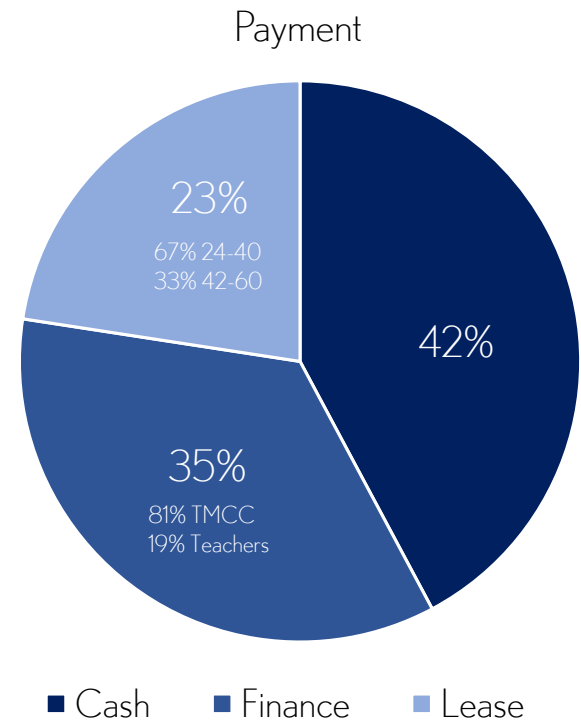
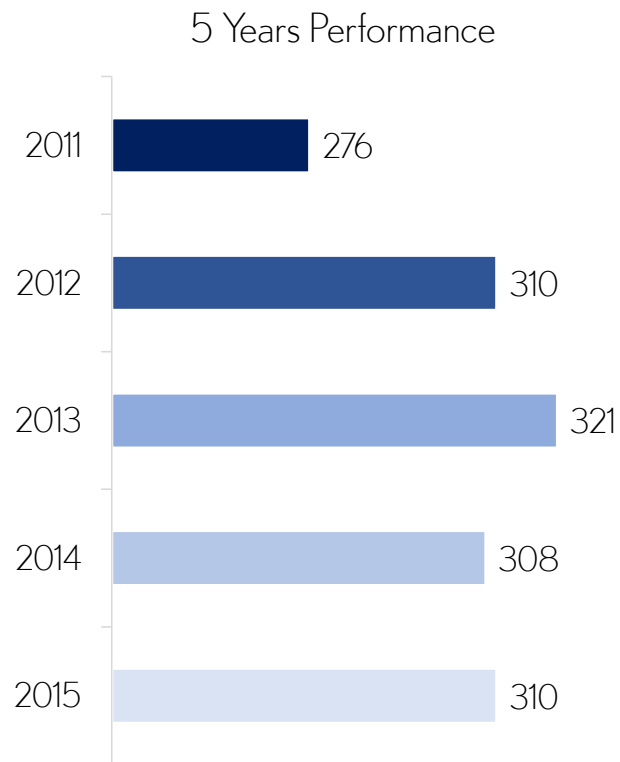
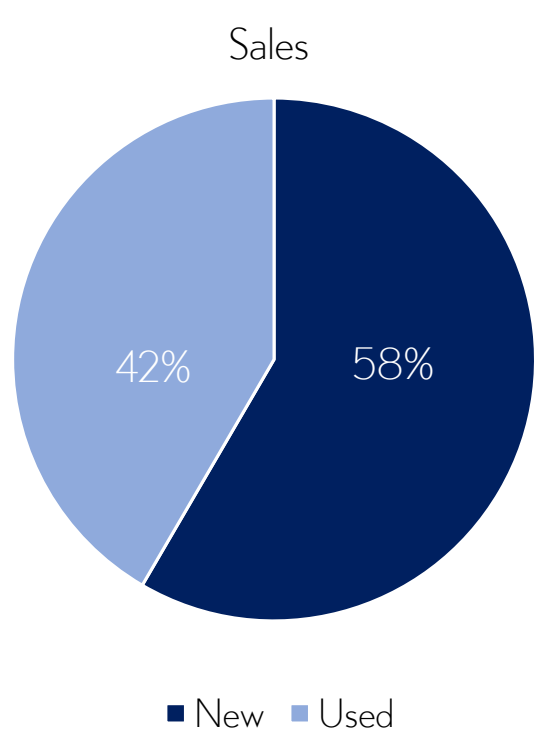
Analysis: 83% of all sales at Lexus of Mishawaka involve a Lexus unit. Lexus unit buyers at Lexus of Mishawaka are 27% more likely to be male. RX sold units account for 41% of all sold Lexus units with the next closest model having a 596 unit difference in sales. RX330 is the lowest selling Lexus unit with only 2% of the sold Lexus margin at Lexus of Mishawaka.

Application: Maintain a used inventory with less Lexus units and more non-Lexus brands that have shown high sales throughout past sold history. Used Lexus units brought into inventory at Lexus of Mishawaka should be selected from the top 5 selling models sold history provided. During 2016 allocations, request more RX350s, ES350s, and IS300s or GX460s.

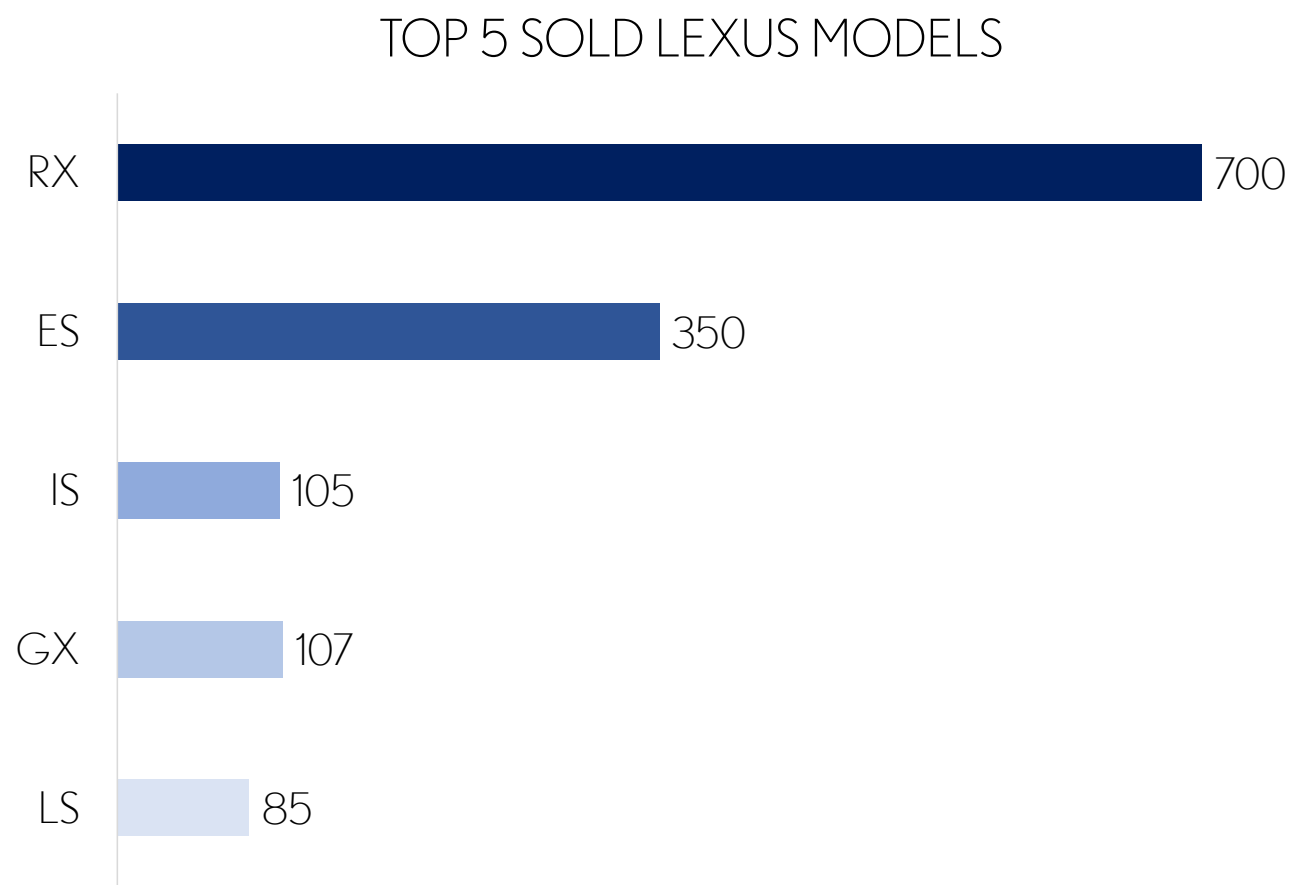
Big Questions

Who is the male buyer at Lexus of Mishawaka?

He is...



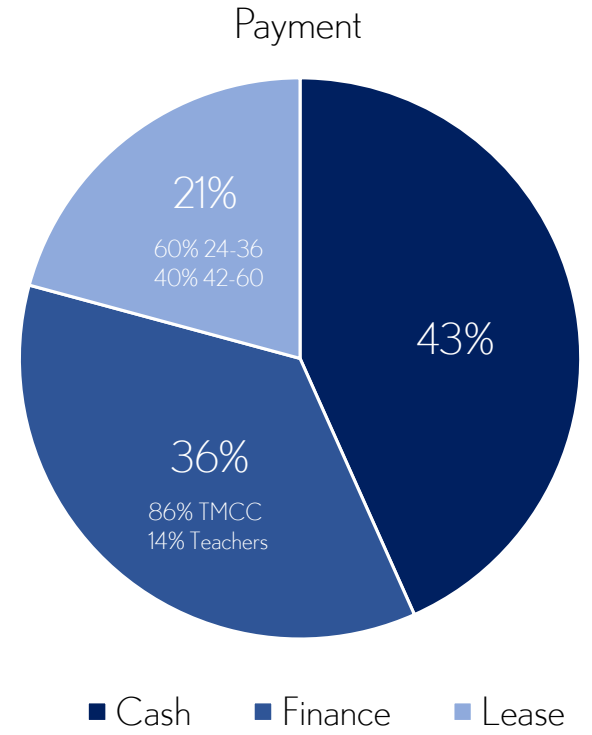
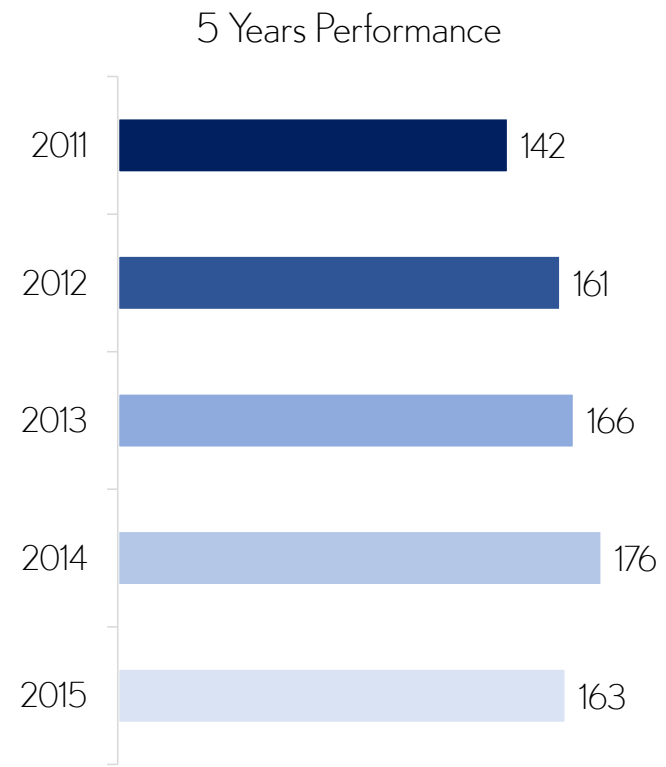
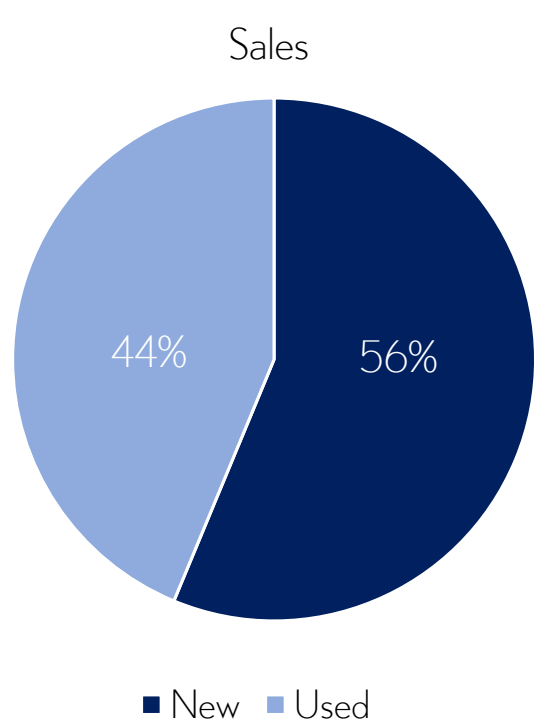
What did he buy...



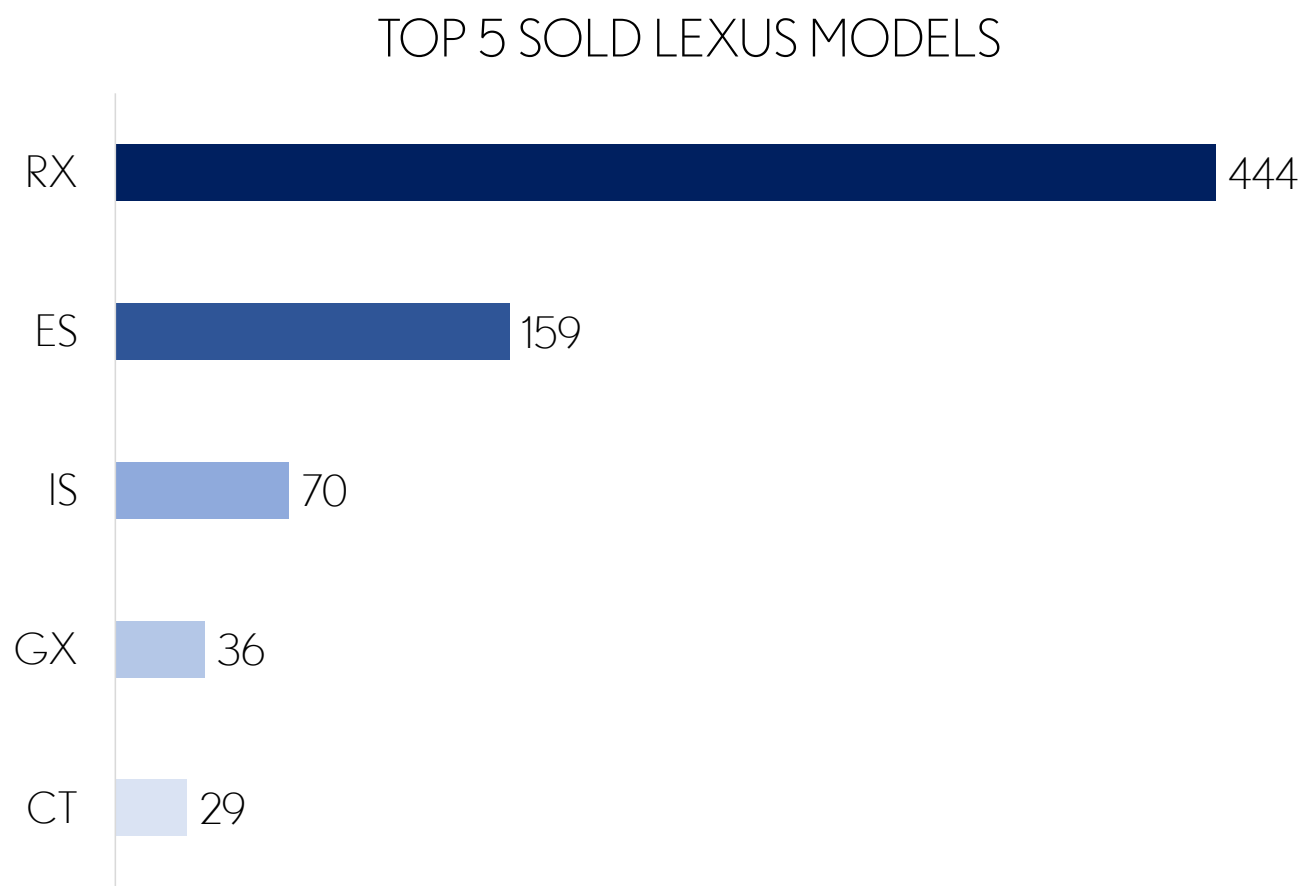
Big Questions

Who is the female buyer at Lexus of Mishawaka?

She is...

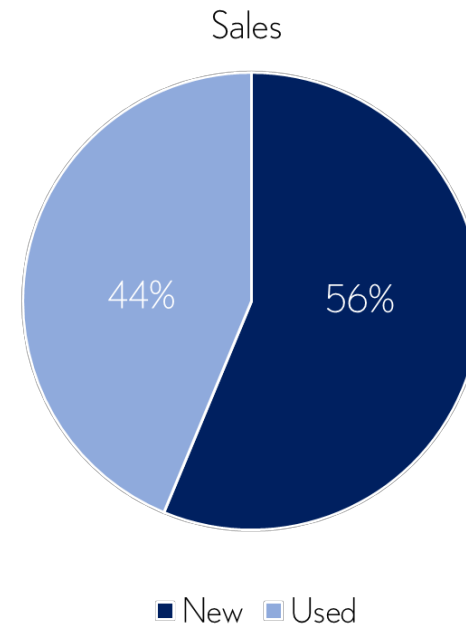
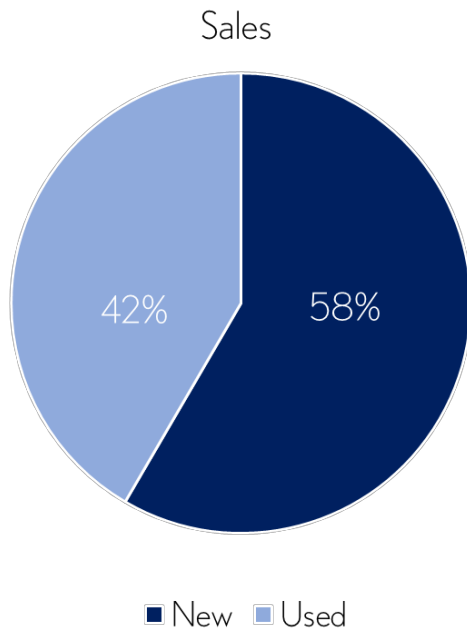


What did she buy...



Gender Analysis

he then she....

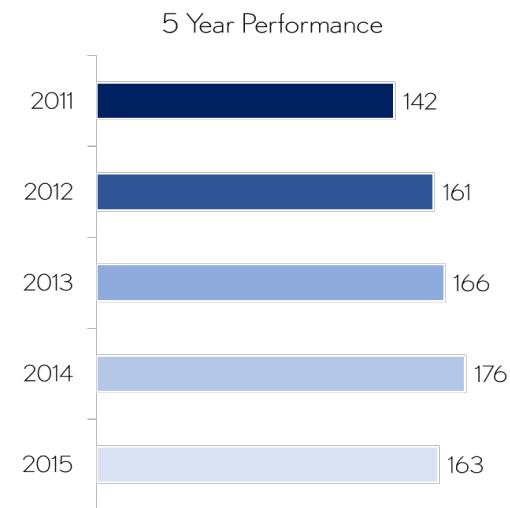
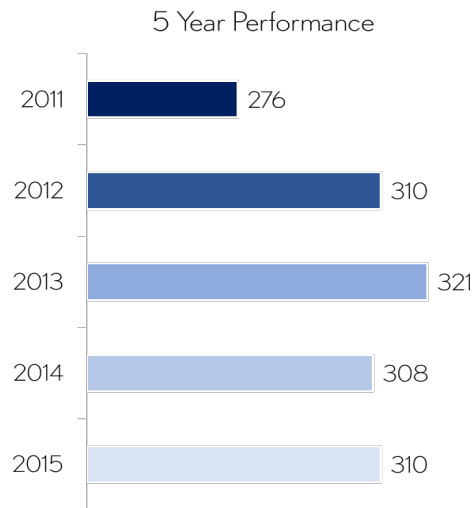


Analysis: Both genders are 12-16% more likely to buy a new Lexus unit verses a used Lexus unit.

Application: Develop marketing strategies to increase visibility of our new unit inventory. Continue to educate buyers on the benefits of L/Certified units and the Service Department at Lexus of Mishawaka.

Gender Analysis

he then she....

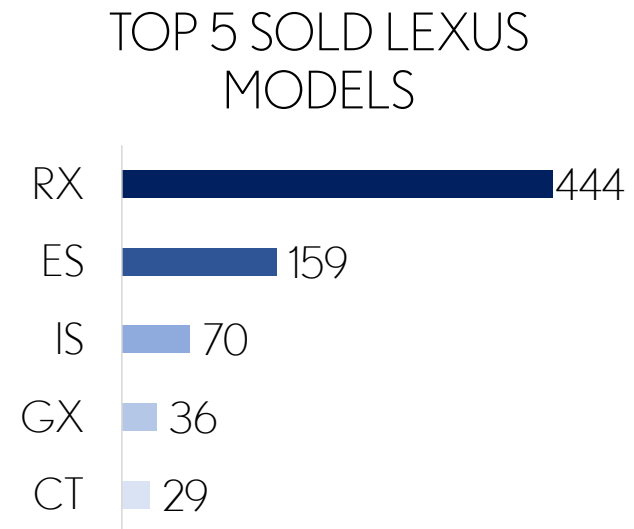
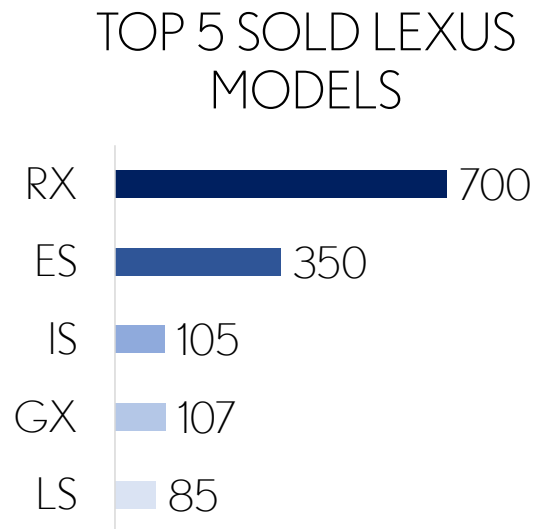


Analysis: Both genders increased their sales by 27 units on average YOY in 2012. Male buyers are on the decline since 2013. This could mean male buyers are increasingly purchasing through trust funds or businesses. Female buyers are on a steady increase, however there is a decrease of 13 units YOY in 2015.

Application: Develop marketing strategies targeted a female buyers. Develop process in record keeping to determine if a male or female purchased the unit for their business or through their trust fund.

Gender Analysis

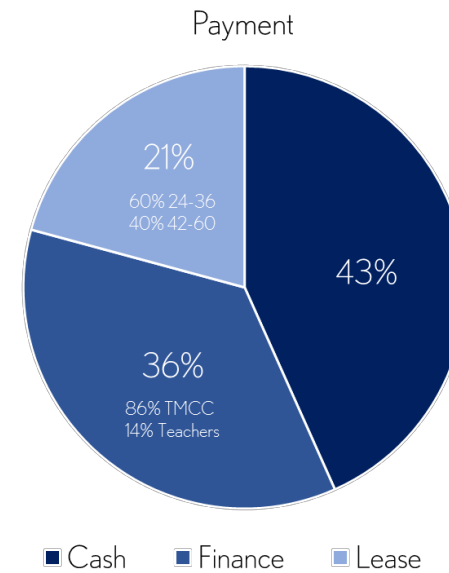
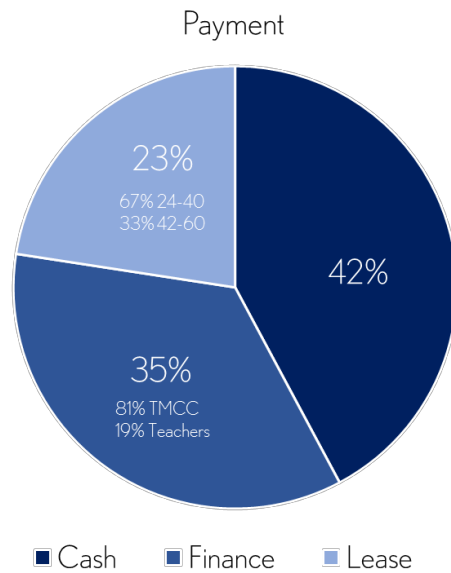
he then she....



Analysis: 46% of males and 55% of female buyers purchase the Lexus RX. Both genders purchase most frequently RX, ES, IS, and GX models in this order. The male buyer's top five models include the LS where the female buyer in comparison does not include the LS, but rather the CT. For both genders the ES is second in preference with an average of 317 units less in sales than the RX.

Application: Maintain steady marketing for the RX in the marketplace. Develop marketing strategies targeted at male LS buyers. In the same respect, develop marketing strategies targeted at female CT buyers. Maintain a competitive and diverse inventory of RX, ES, IS, and GX units.

Gender Analysis



Analysis: Both genders are 7% more likely to purchase a Lexus unit with cash verses financing. Both genders will do more than 80% of this financing with TMCC. Both genders appear to prefer a lease cycle of two to three years 60-67% of the time. In the case of a longer cycle being chosen, female buyers are more likely by 7% to do so.

Application: Develop conquest and lease process centered around a two to three year buying cycle. Develop an additional conquest process for females with a buying cycle of four to five years. Develop special offers for cash buyers.

Big Questions

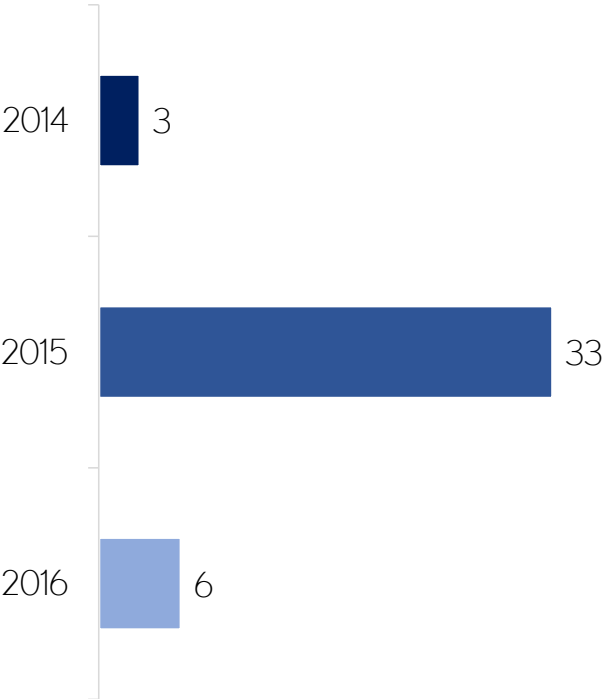
Who are Lexus of Mishawaka's NX buyers?

NX Buyer

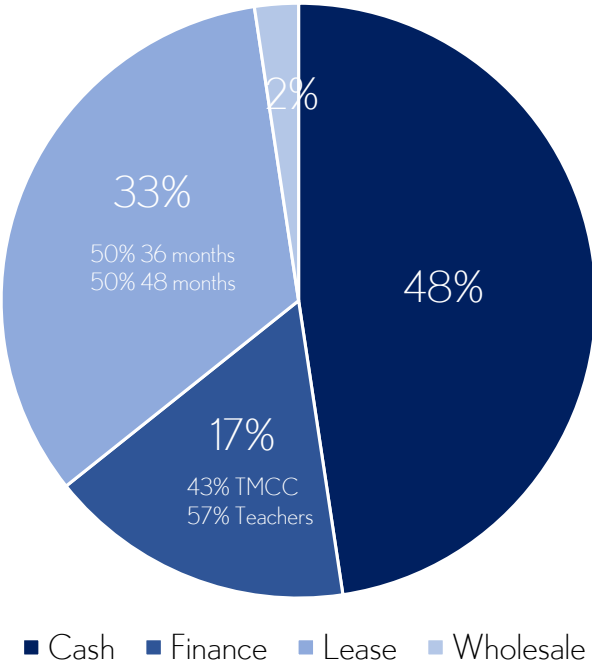
Sales 2014-2016 MTD



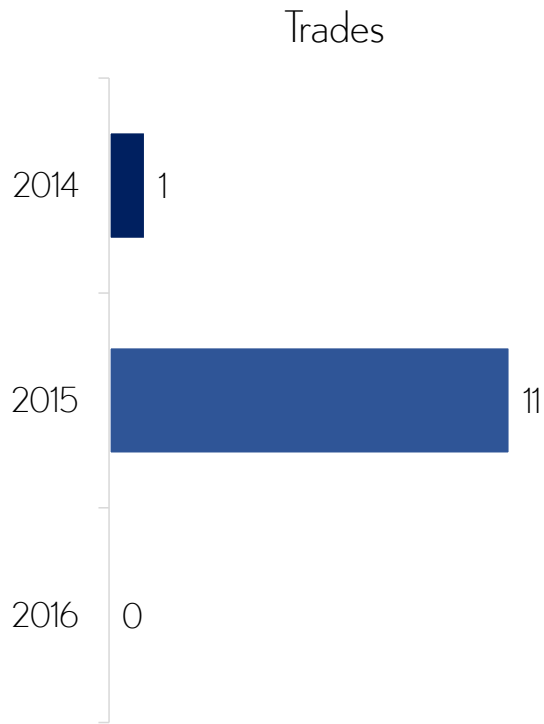
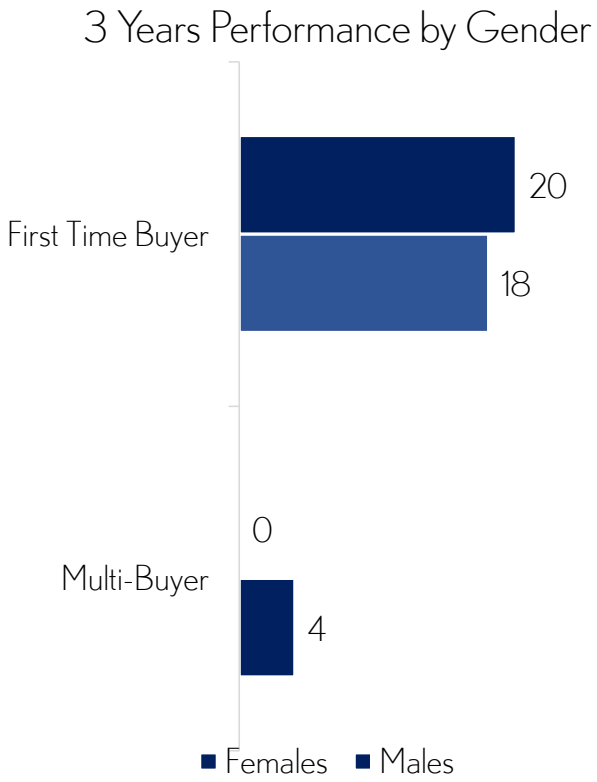
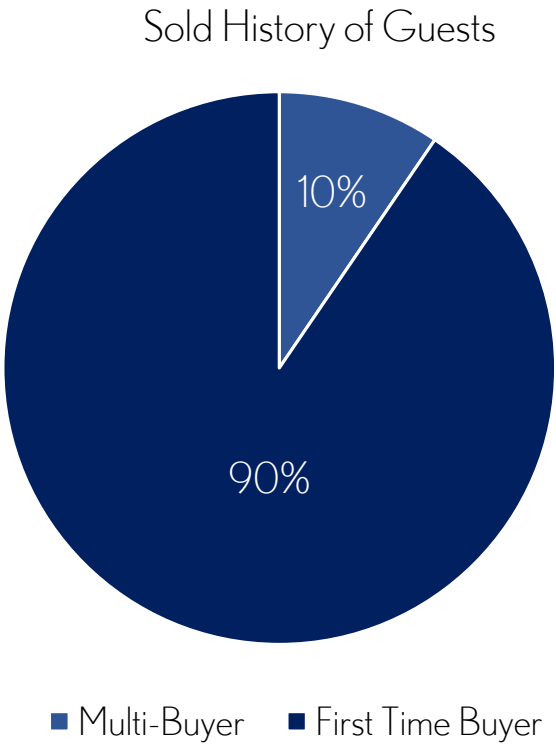
3 Years Performance MTD



Payment

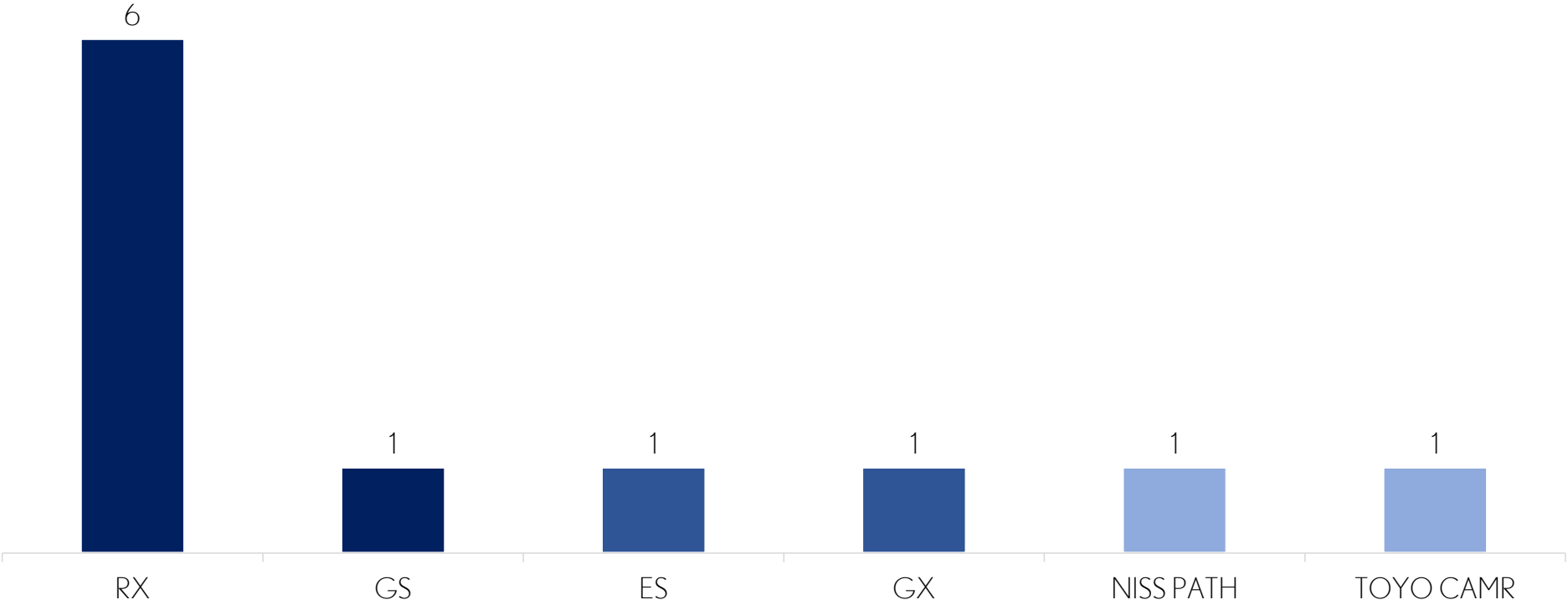


NX Buyer



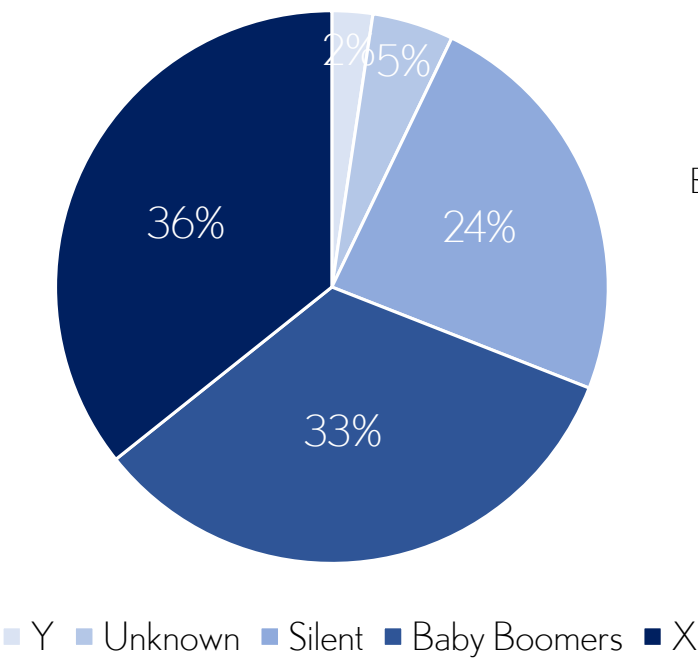
NX Buyer

NX TRADE-INS BY MODEL (2014-2016 MTD)

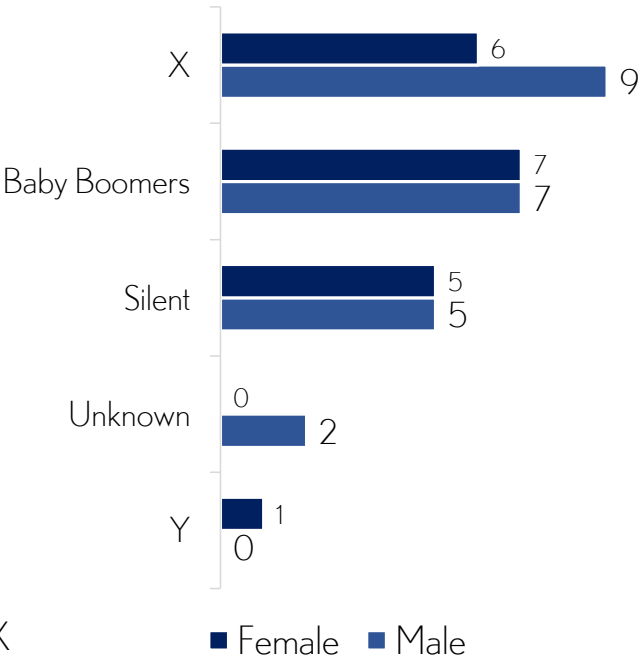


NX Buyer

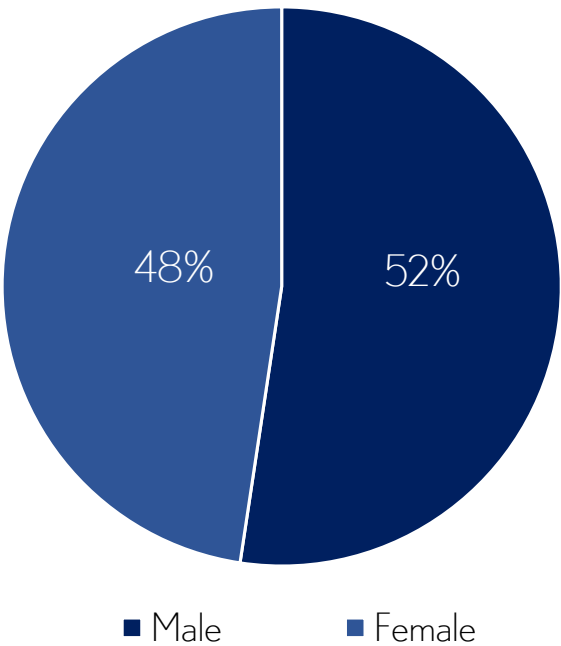
NX Buyers by Generation



Generation by Gender



Gender

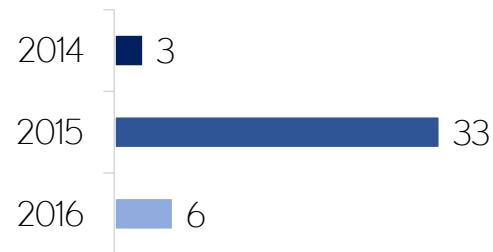


NX Buyer Analysis

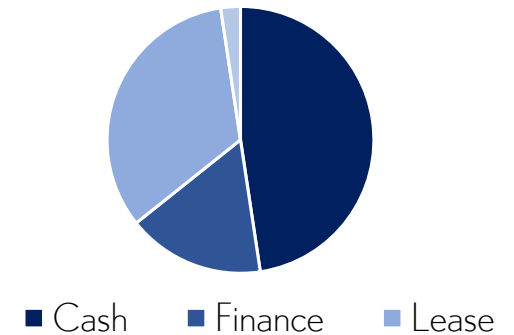
Sales 2014-2016 MTD



3 Years Performance MTD



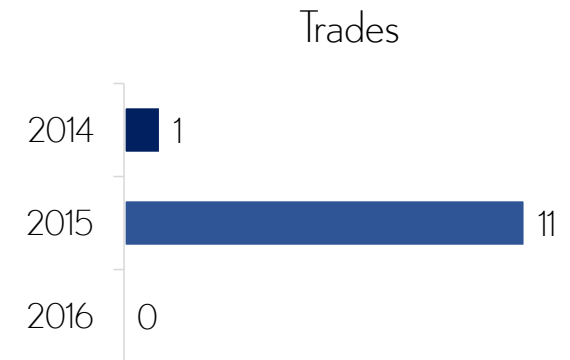
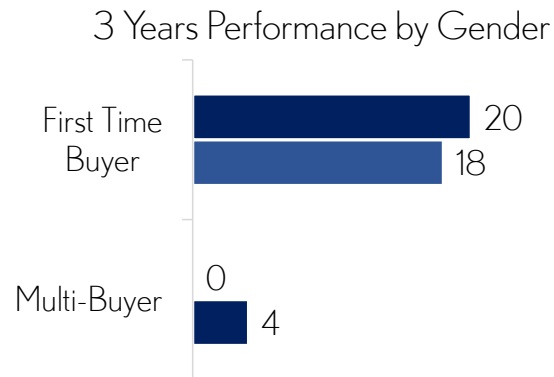
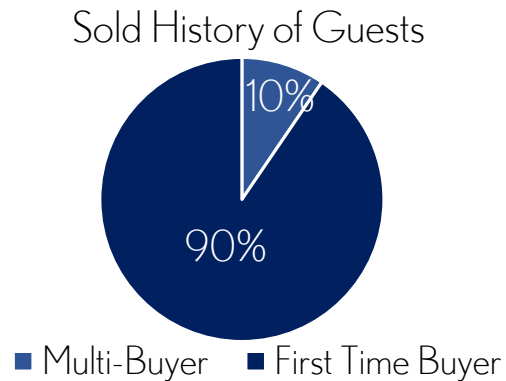
Payment



Analysis: NX sales are on an upward trend since its launch in 2014. Since 2016 Lexus of Mishawaka has sold 3 in both January and February. If this pace continues Lexus of Mishawaka can expect to surpass their 2015 NX number. 81% of NX sales are cash or finance transactions. In comparison, only 17% are purchased as leased units.

Application: Develop a sales strategy to keep NX sales on a steady incline YOY. Develop special offers for NX cash buyers.

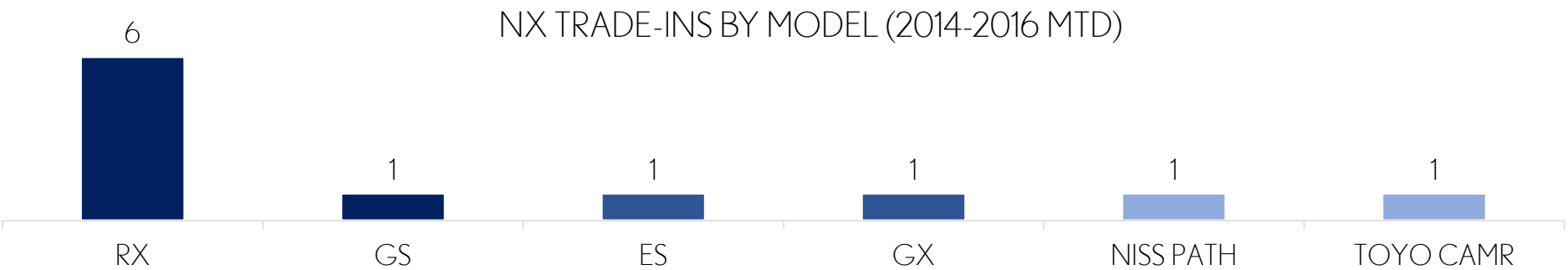
NX Buyer Analysis



Analysis: 90% of NX buyers are first time buyers to Lexus of Mishawaka. NX first time buyers are 6% more likely to be male. 100% of NX multi-buyers are male. Therefore, the NX is attracting loyal Lexus of Mishawaka male buyers and completely new female buyers to the dealership. Trades saw a dramatic increase from 2014 to 2015. However, only 26% of NX transactions involve a trade. This reveals that either guests are keeping their current unit and buying a NX in addition or guests belong to a generational group where the NX is the first vehicle they have ever purchased.

Application: Develop retention strategy for NX buyers. Develop marketing material targeted at a male dominated market. Equip the sales team with tools to transition multi-buyer male guests to the NX. Direct sales team to inquire about additional units in the residence or buying history of NX buyers.

NX Buyer Analysis

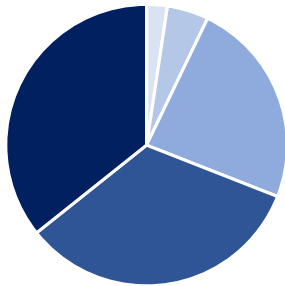


Analysis: 73% of NX transactions with a trade-in unit involve a SUV. 55% of NX transactions with a trade-in unit involve a RX. 20% of trade-in units are from economy brands.

Application: Develop marketing material targeted at SUV conquest in the marketplace. Marketing material should include comparisons between the NX and competitive makes in both the luxury and economy division. Lexus of Mishawaka should be careful to not conquest their own sales by transitioning loyal RX buyers into NX buyers. All strategies should be aimed to conquest non-Lexus guests in the SUV marketplace.

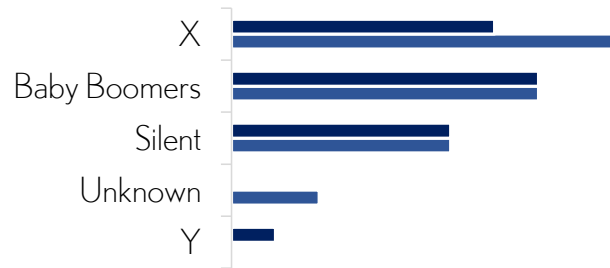
NX Buyer Analysis

NX Buyers by Generation



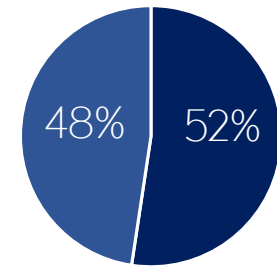
■ Y ■ Unknown ■ Silent ■ Baby Boomers ■ X

Generation by Gender



■ Female ■ Male

Gender



■ Male ■ Female

Analysis: 69% of NX buyers are born between 1946 and 1985 (Baby Boomers to Generation X). Revealing the NX buyer is an individual who has experienced the space exploration, Vietnam War and Cold War, and or the launch of MTV. The largest portion of this population is at 36% falling between the age of 31 to 41. The NX buyer is 4% more likely to be male and will belong to Generation X.

Application: Develop marketing material targeted at Baby Boomers and Generation X. Develop marketing material targeted at male buyers.