**Title:**

**Slide 2:**

2018 was a good year.  And not just for us, but for the whole rental car industry.

The rental car industry brought in 42 billion dollars in revenue in 2018.

**Slide 3:**

Let’s zoom in a bit to see where we stand in all of this -

Lariat brought in a total of 65 million dollars with 4000 cars in our fleet.

That’s an average of 16 thousand dollars per car - pretty amazing for a small, growing company, especially, when you learn that some of the biggest in the industry such as Enterprise and Hertz come in at around 12 or 13 thousand per car.

**Slide 4:**

Our three “champions” if you will, were the most populous states in the US - Texas, California and Florida.

They accounted for 43% of our total revenue, with 28 million dollars

We’re going to use these champion states as a starting point

**Slide 5:**

Tasked with a relatively straightforward goal, I began analyzing ways to increase our revenue in 2019

**Slide 6:**

Though 2018 was a good year of growth for us, we’re still small and it’s important we be conservative in our growth strategies as we build our brand.  I analyzed two strategies - increasing the base cost of cars by 3% and increasing the fleet size by 5%.

The changes are not too extreme as you can see in the following:

**Slide 7:**

Here we have the projected average base cost of cars in each state

**Slide 8:**

And here we have the projected fleet sizes in each state

**Slide 9:**

Individual revenue would increase in each state - leading us to

**Slide 10**

2.5 million in revenue growth for the year.

**Slide 11:**

So, where do we go from here?

Like I said, to start we’ll implement our strategies to just our top three states in order to analyze our data for 6 months

Once we have an understanding of the increases in revenue vs. the costs of expanding our fleet, we’ll expand our strategies to our next two highest revenue ares - North Carolina and District of Columbia.  We can begin growing their revenue to bring their numbers more in line with our top three states

We’ll want to collect more data throughout the year to open ourselves up to more opportunities to keep us growing and competitive against other larger rental companies.  As the industry continues to grow and include new services, we’ll need to explore these options as well to keep up.

**Slide 12:**

With further data, some new strategies we could explore include packages with corporations.  With set contracts giving us all rental business with the company, we could give them discounted prices and deals.

Another service being used and showing success amongst competitors is car sharing - an opportunity to rent cars by the hour, for the day or for a night.  Popular with college students, we can expand fleets near college towns. Our top 5 revenue earning areas have a substantial amount of colleges - we can use increased revenue from 2019 to begin building up.

Selling our older model cars can be used as a way to increase revenue in all areas.

Another growing strategy in the industry is travel packages - customers are able to book excursions and events through our website while booking their car rental.

**Ending:**

As we continue to grow revenue throughout 2019, our other main goal needs to be gaining more data in order to expand and compete.  We need to focus beyond just 2019 and keep our sights on becoming one of the big players in the rental car industry for years to come.

Other opportunities could include things like what some companies is doing with car sharing - an opportunity to rent cars by the hour, for the day or for a night.  Popular with college students, we could expand fleets near college towns in our 4th and 5th champion areas to grow them towards the same numbers as our top 3.

Creating deals with corporations, where they receive a discounted price for set contracts could help us to expand our fleets near airports and major cities