

A close-up, low-angle shot of a car's front left corner, showing the headlight and grille. The car is dark-colored, possibly black or dark blue. The background is blurred, showing a parking lot with other cars and some trees.

LARIAT

RENT-A-CAR
1-800-555-9345

2018 INSIGHTS

A Year in Review...

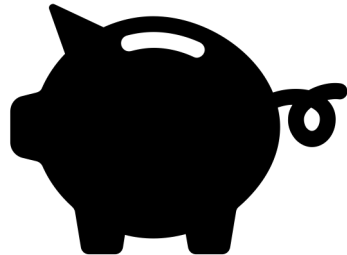
Average Rental Price Per Day:

\$162



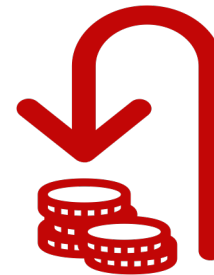
Gross Revenue:

\$52,794,574



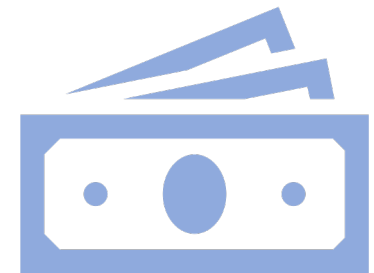
Total Cost:

\$46,078



Total Profit:

\$52,748,496



2018 INSIGHTS

Top Ten Most Profitable Cars

Gross Revenue:

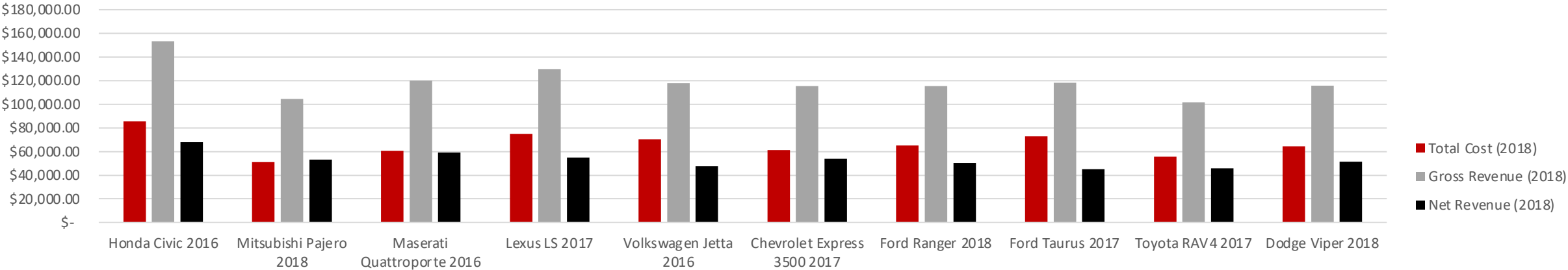
\$1,191,606

Total Cost:

\$661,764

Net Revenue:

\$529,841



2018 INSIGHTS

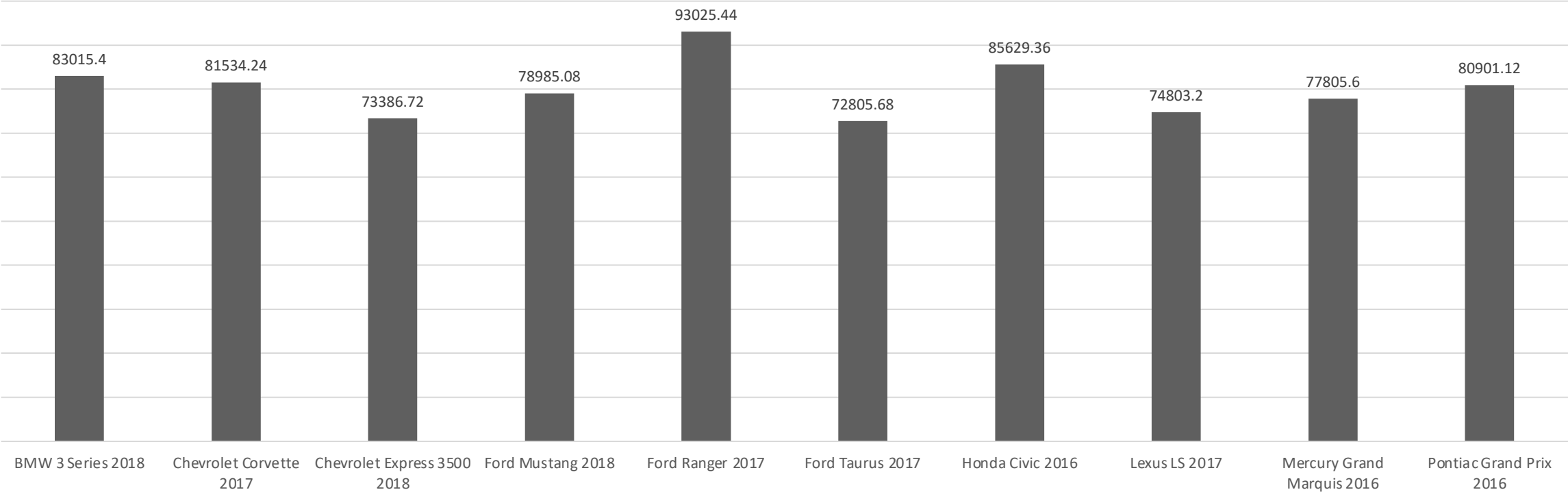
149



vehicles

lost
TOTAL ↓ a
of

\$46,078



**How can we lower our costs
and maximize profit?**



RAISE PRICES, INCREASE PROFIT

Call to Action:

Implement the new pricing strategy by raising the daily prices, effective immediately, with growth oriented intentions. This will enable us to increase our overall revenue by an estimated amount, contributing to the company's overall profitability. We encourage our customers to understand that this price increase reflects our commitment to providing high-quality products/services and maintaining excellent customer service.

Business Objective:

To increase yearly profit by raising the daily prices by at least 10% - from **\$162** to **\$178.20**





RAISE PRICES, INCREASE PROFIT

** Here you can see that by raising **daily prices**, the **total yearly profit** grows, and shows how much more **profit increases** by each price raise.*

30%

Daily Price: \$211

Profit Increase: \$15,870,627

Total Profit: \$68,619,123

20%

Daily Price: \$194

Profit Increase: \$10,595,777

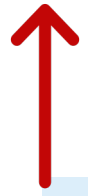
Total Profit: \$63,344,273

10%

Daily Price: \$178

Profit Increase: \$5,320,928

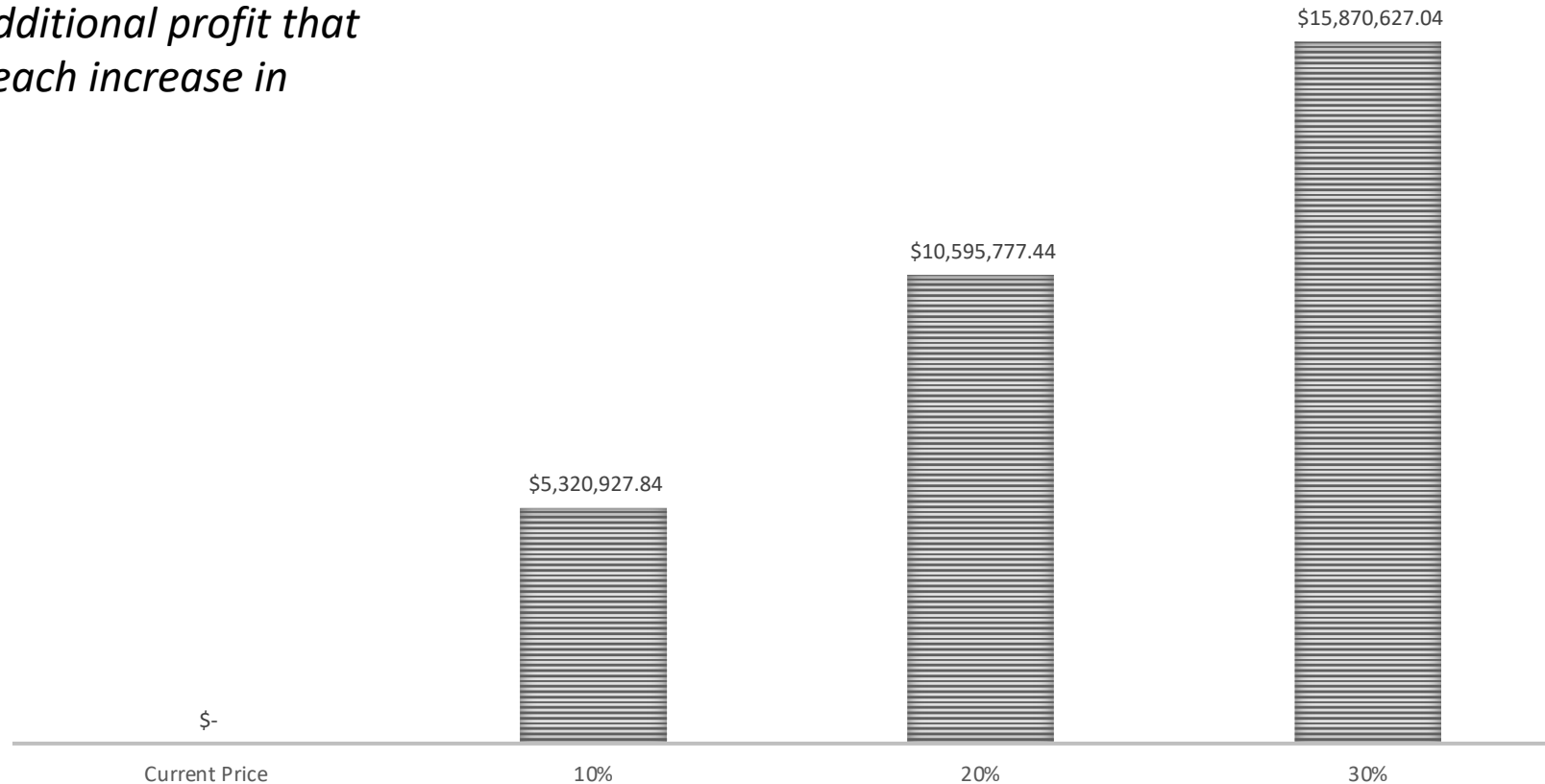
Total Profit: \$58,069,424



RAISE PRICES, INCREASE PROFIT

PROFIT INCREASE

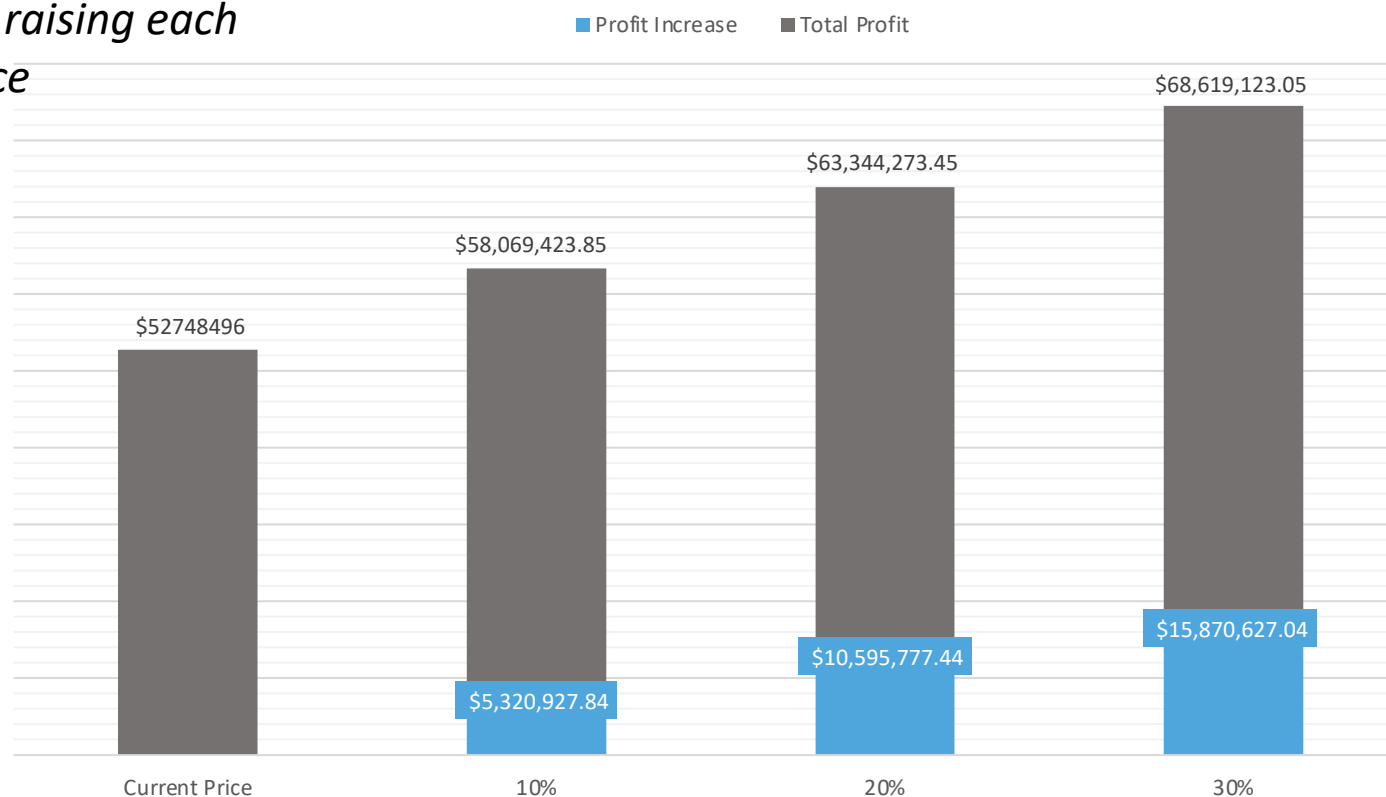
** This shows the additional profit that could be made by each increase in daily price.*





RAISE PRICES, INCREASE PROFIT

** Profit Increase in comparison to growing Total Profit by raising each percentage of daily price*





REDUCE COSTS, INCREASE PROFIT

Call to Action:

It would be best to take swift action to reduce our costs and increase our profitability. As part of this initiative, we will cut unprofitable cars costing a total of \$46,078. We encourage all team members to support this initiative and work together to identify areas where we can reduce costs while maintaining the highest levels of quality and service. This will enable us to achieve our business objective of increasing yearly profit to \$52,794,574, which will in turn provide us with the resources we need to continue investing in our business and delivering value to our customers.

Business Objective:

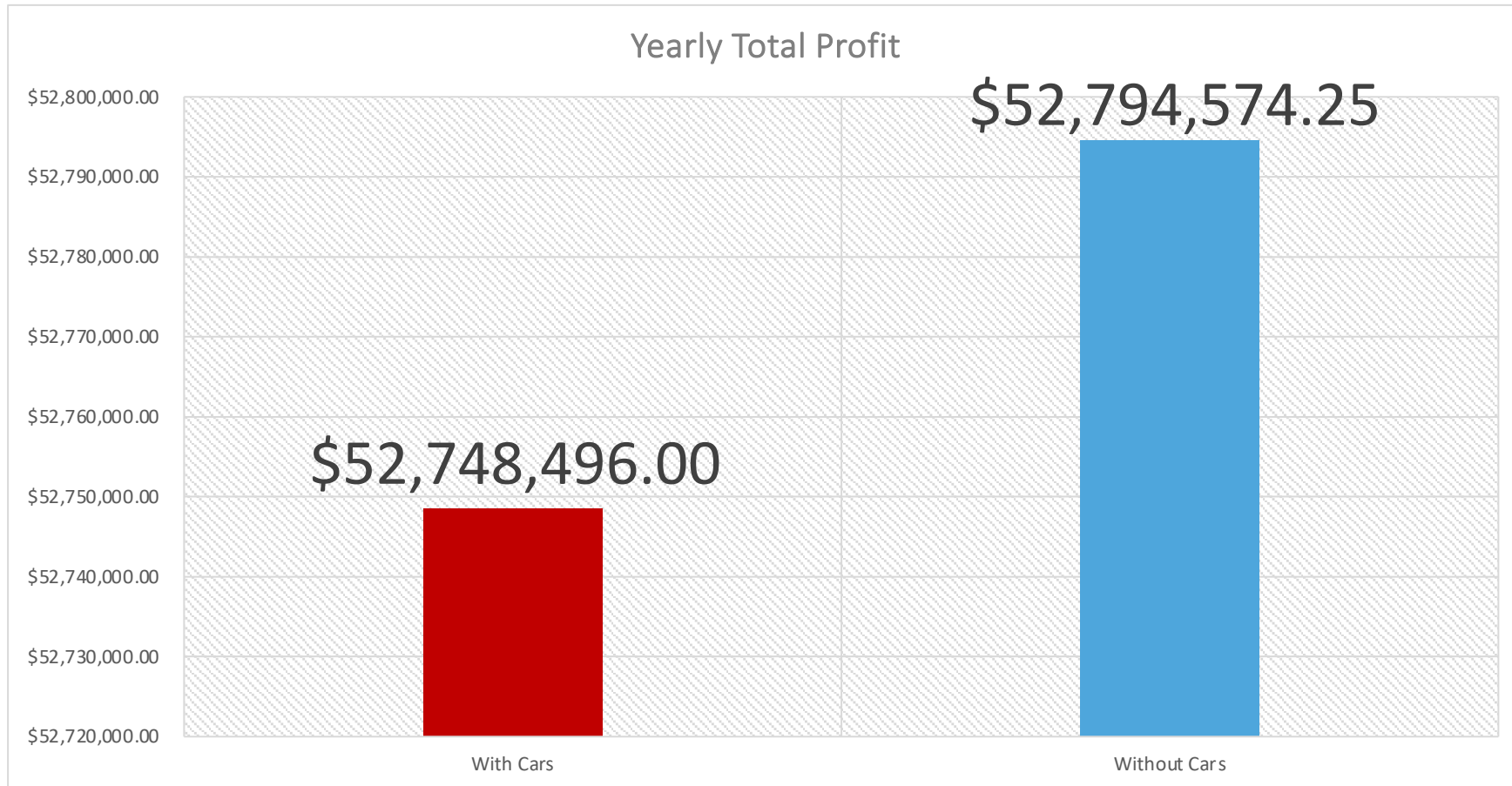
To increase yearly profit to **\$52,794,574** by cutting unprofitable cars costing a total of **\$46,078**





REDUCE COSTS, INCREASE PROFIT

** Cutting unprofitable cars saves
a total of \$46,078.25*



CONCLUSION

I recommend implementing either one or both of the 2 main strategies to achieve our business objective of increasing our yearly profit.

- ▶ Raising daily prices by at least 10%, reflects the value of our products/services and will improve revenue.
- ▶ Cutting unprofitable cars will reduce unnecessary expenses and improve our overall profitability.

[>>> LINK TO EXCEL WORKBOOK <<<](#)



THANK YOU