

Save

Open

Print All

Done

**Team 1 Name**

Team1

Change Name

PriSim

Region: US (AutoSave: TRUE)



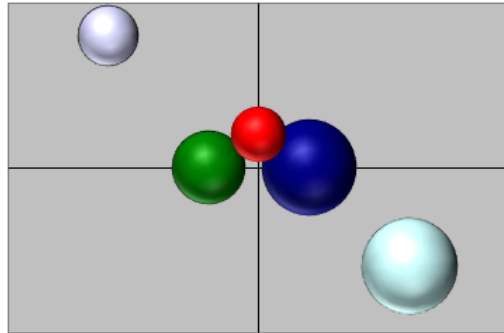
Round 1  
November-April, 2031  
6-Month Net Profit: **-\$131,144**



# November-April, 2031 Market Segmentation



High Experience Sensitivity



Low Price Sensitivity

High Price Sensitivity

Low Experience Sensitivity

Legend with (new, used) sales forecasts

- ST Needs: (21,2)
- Branders: (9,2)
- Relationship: (4,0)
- Value: (23,2)
- Limited: (2,0)

Note: Circle Size Depicts Total Potential Market (units) for NEW Units

## Select Segment to Survey: Limited

- ST Needs
- Branders
- Relationship
- Value
- Limited**

Print All Surveys

Total Potential Market Demand  
P and A at Purchase  
GM at Purchase

Price Sensitivity  
Experience Sensitivity

Segment Awareness  
Your Sales Forecast

	New	Used
Total Potential Market Demand	14	5
P and A at Purchase	\$3,018	\$664
GM at Purchase	\$143	\$71
Price Sensitivity		5.0
Experience Sensitivity		6.0
Segment Awareness	13%	
Your Sales Forecast	2	0

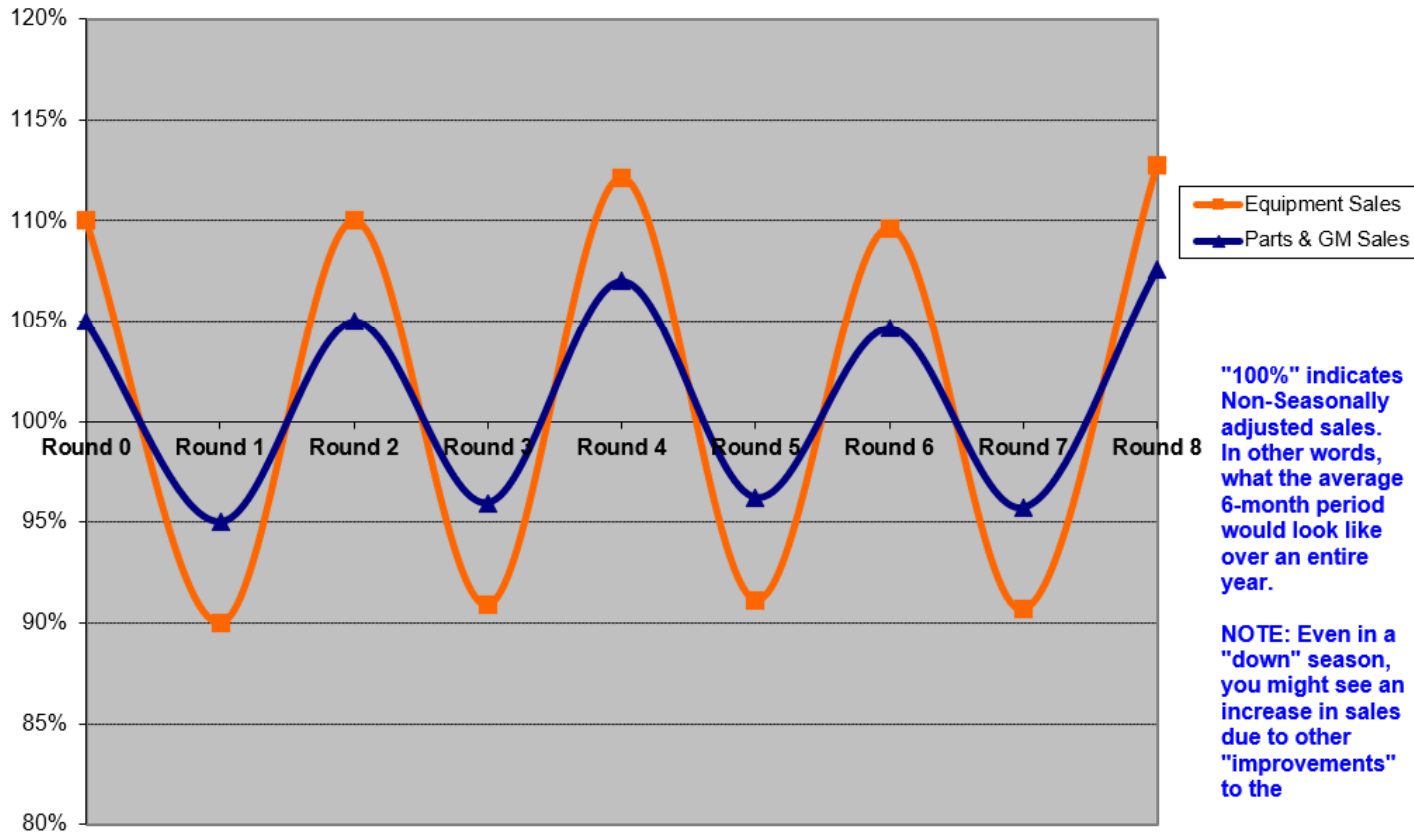
Preferred Products	% Purchasing
Campbell P07	0%
Vaughn RD07	0%
Mack JT	0%
Shilling D06	5%
Bebchick L06	25%
GB 7000	70%
	100%

## Target Segments

Click to Target



See things differently, think differently™





## November-April, 2031 Equipment Sales



### New Equipment Sales

	Campbell P07	Vaughn RD07	Mack JT	Shilling D06	Bebchick L06	GB 7000
MSRP	\$ 36,943	\$ 81,520	\$ 91,000	\$ 189,500	\$ 353,000	\$ 125,600
Adjustments	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Sales Price	\$ 36,943	\$ 81,520	\$ 91,000	\$ 189,500	\$ 353,000	\$ 125,600
COGS	\$ 33,249	\$ 71,738	\$ 80,990	\$ 166,760	\$ 303,580	\$ 105,504
Gross Profit (Margin)	\$3,694 (10%)	\$9,782 (12%)	\$10,010 (11%)	\$22,740 (12%)	\$49,420 (14%)	\$20,096 (16%)
Inventory This Period: 146	22	19	32	33	19	21
Sales Forecast This Period: 59	12	10	17	15	2	3
Estimated Lost Sales: 0	0	0	0	0	0	0
Next Period Order	0	0	0	0	0	0
Inventory For Next Period	10	9	15	18	17	18

### Used Equipment Sales

Inventory This Period	12 (12 ready)	Sales Forecast	Used Ratio
Selling Price	\$ 112,621	6	0.11
COGS	\$ 60,332		
Refurb (69.5 hrs/unit, plus parts)	\$ 18,144		
Gross Profit Per Unit (Margin)	\$34,144 (30%)		

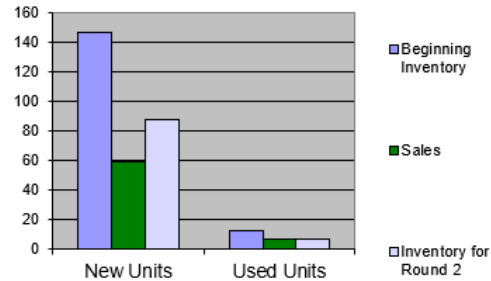
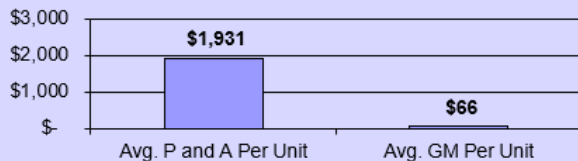
### Used Equipment Acquisition

Average Retail Price	\$ 107,258
Average Wholesale Price	\$ 80,443
Aggressiveness: Purchase	\$ 60,332
Aggressiveness: Effort	< >
Total Acquired (0 from Rentals)	0
Refurb Hours (\$ Including Parts)	0 hrs (\$0)

### Sales Incentives

	Monthly
New Sales (GP)	0.00% \$ -
Used Sales (GP)	0.00% \$ -
P&A (Sales)	0.00% \$ -
GM (Sales)	0.00% \$ -

### Cross-Sell





## November-April, 2031 Parts and Accessories



### Inventory Excellence

Beginning Inventory \$ 2,903,520

Accuracy 60%

Cycle Count  Yes

Physical Inv. (P&A/GM)  Yes

	Slow Movers	Normal Movers
Beginning Inventory	\$ 871,056	\$ 2,032,464
Ending Inventory	\$ 727,997	\$ -
Order For Next Period	\$ -	\$ -
Inventory Next Period	\$ 727,997	\$ -

	0%	0%
Premium (Discount)		
Monthly Sales	\$34,062	\$477,104
Premium/Discount	\$0	\$0
Net Monthly Sales (\$)	\$34,062 / 100%	\$477,104 / 100%
COGS	\$23,843 / 70%	\$338,744 / 71%
Gross Profit	\$10,218 / 30%	\$138,360 / 29%

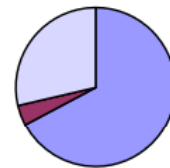
Annual Turns 0.4      4.0

### Retail Sales

	Monthly	6-Months
OTC	\$ 343,716	\$ 2,062,294
Internal	\$ 21,085	\$ 126,510
Service	\$ 146,365	\$ 878,192
	\$ 511,166	\$ 3,066,995

Lost Sales \$39,299 / 7.7% \$ 235,796  
 Gross Margin ROI 98%

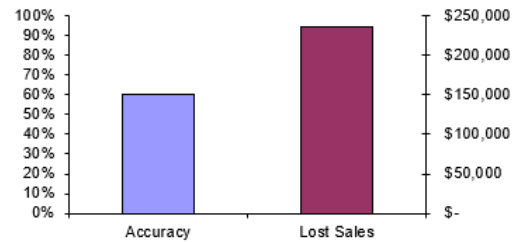
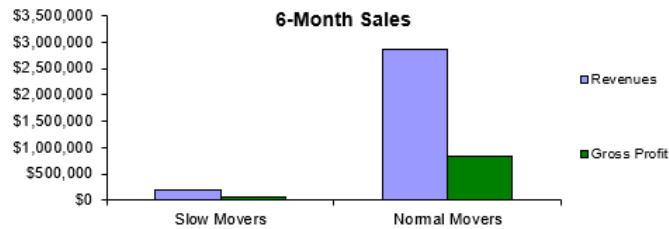
#### Sales by Source



- OTC
- Internal
- Service

### Incentives

	Accuracy (90%)	Monthly Incentive
Accuracy (90%)	0.0% (GP)	\$ -
Sales (GP)	0.0% (GP)	\$ -





## November-April, 2031 General Merchandise



### Inventory Excellence

Beginning Inventory \$ 120,980

Accuracy 55%

Cycle Count  Yes

Physical Inv. (P&A/GM)  Yes

	Slow Movers	Normal Movers
Beginning Inventory	\$ 26,616	\$ 94,364
Ending Inventory	\$ 25,811	\$ 60,421
Order For Next Period	\$ -	\$ -
Inventory Next Period	\$ 25,811	\$ 60,421
Premium (Discount)	0%	0%
Monthly Sales	\$206	\$8,319
Premium/Discount	\$0	\$0
Net Monthly Sales (\$)	\$206 / 100%	\$8,319 / 100%
COGS	\$134 / 65%	\$5,657 / 68%
Gross Profit	\$72 / 35%	\$2,662 / 32%
Annual Turns	0.1	0.9

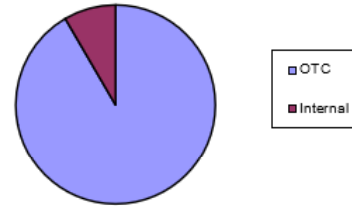
### Retail Sales

	Monthly	6-Months
OTC	\$ 7,809	\$ 46,851
Internal	\$ 717	\$ 4,303
	\$ 8,526	\$ 51,155

Lost Sales \$1,106 / 13.0% \$ 6,634

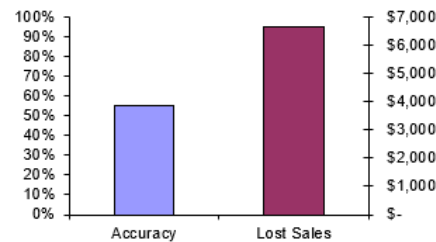
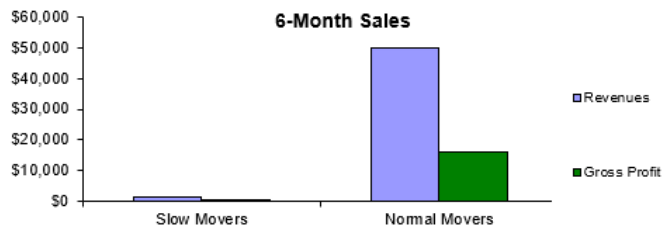
Gross Margin ROI 32%

#### Sales by Source



### Incentives

	Monthly Incentive
Accuracy (90%)	0.0% (GP) \$ -
Sales (GP)	0.0% (GP) \$ -





# November-April, 2031 Service



## Process Excellence (all figures per month)

Click Here to Set Service Promotion Priorities

Current FTEs (now/EOP)  
 Current Skills  
 Std Hrs Avail (Total: 2,757)

	Tech	Expert	Master
8.0 / 6.5	8.0 / 6.9	4.0 / 3.2	
1.8	3.5	6.6	
1,103 hours	1,103 hours	551 hours	

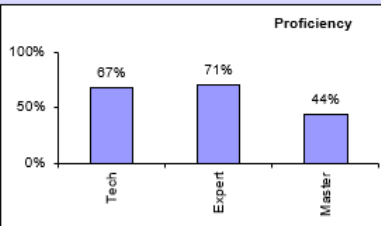
Service/Internal Parts	\$ 167,450
Service Labor	\$ 149,931
Service Parts-To-Labor	1.12
Parts/Billed Hours	\$ 90.46

Click to Set Initial Service Schedule

## Technician Scheduling

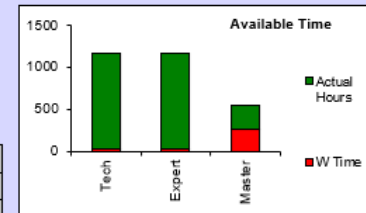
General Service Work  
 Warranty  
 Setup & Pre-Delivery  
 Used Equipment Refurb.  
 Heavy Repairs  
 Diagnostics  
 W Time: Training  
 W Time: Other

Required / Assigned Skill	Est. Demand	Billable Hours (per month)			Total Scheduled	Total Unscheduled	Avg. Wait
2.8 / 3.5	348 hours	0 hours	348 hours	0 hours	348 hours	0 hours	0.0 weeks
4.5 / 6.6	76 hours	0 hours	0 hours	76 hours	76 hours	0 hours	0.0 weeks
1.7 / 2.3	1,123 hours	812 hours	342 hours	0 hours	1,154 hours	<b>Over</b>	0.0 weeks
3.3 / 3.5	139 hours	0 hours	139 hours	0 hours	139 hours	0 hours	
7.5 / 6.6	99 hours	0 hours	0 hours	99 hours	99 hours	0 hours	0.0 weeks
5.3 / 6.6	66 hours	0 hours	0 hours	66 hours	66 hours	0 hours	0.0 weeks
	<b>1,851 hours</b>	0 hours	0 hours	0 hours		<b>0 hours</b>	<b>0.0 weeks</b>
		32 hours	32 hours	253 hours			



Available Hours  
 Actual Hours  
 Billed Hours  
 Overtime  
 Productivity  
 Efficiency  
 Proficiency

1,174 hours	1,160 hours	551 hours	
1,142 hours	1,128 hours	298 hours	
790 hours	820 hours	241 hours	
6%	5%	0%	
97%	97%	54%	89%
69%	73%	81%	73%
67%	71%	44%	65%



## Other Service Department Decisions

Hourly Shop Rate	\$ 81
Proficiency Incentive (85%)	0.5%
Environment	\$ -
Monthly Incentive	\$ -
Investment	Score
	3.3

	Porters	Writers
Support Staff Utilization	100%	100%
Existing Service Capacity	20	93%
New Service Capacity	0	\$ -
Total Capacity	20	

Select Items To Emphasize in Service Promotion ×

- General Service Work (PTL ratio averages 2.0)
- Warranty (PTL ratio averages 2.2)
- Setup & Pre-Delivery (parts sales driven by other departments)
- Heavy Repairs (PTL ratio averages 3.0)
- Diagnostics (PTL ratio averages 2.4)





## November-April, 2031 Staffing & Facility



Staffing	Starting FTEs	EOP Attrition	Adj. This Period	% Busy	Base Pay	Market Survey
<b>Equipment Sales</b>						
Sales Manager	2.0	0.0	0	100%	\$ 85,000	
Sales Associates	9.0	-1.1	0	100%	\$ 55,205	\$ 59,360
<b>Service</b>						
Service Manager	2.0	0.0	0	100%	\$ 62,930	
Tech: 2.3 months	8.0	-1.5	0	106%	\$ 28,384	\$ 30,520
Expert: 4.6 months	8.0	-1.1	0	105%	\$ 35,340	\$ 38,000
Master: 6.0 months	4.0	-0.8	0	100%	\$ 42,110	\$ 45,280
Service Writers	4.0	-0.3	0	100%	\$ 29,239	\$ 31,440
Porter	3.0	-0.2	0	100%	11.6 /hour	\$ 12.50
<b>P&amp;A</b>						
P & A Manager	1.0	0.0	0	100%	\$ 51,000	
P & A Sales	6.0	-0.7	0	117%	\$ 34,894	\$ 37,520
Receiving	3.0	-0.2	0	105%	11.6 /hour	\$ 12.50
Parts Runner	2.0	-0.1	0	104%	13.5 /hour	\$ 14.50
<b>GM</b>						
GM Manager	0.5	0.0	0	100%	\$ 31,360	
GM Sales	0.8	-0.1	0	109%	11.2 /hour	\$ 12.00
<b>F &amp; I Manager</b>						
Annette Scape				100%	\$ 41,872	
<b>Rentals</b>						
Sales						
<b>Total FTEs With Adjustments</b>			58.2			
<b>Total Attrition</b>			11.2%		CSI 6.53	

**Facility**

Hours of Operation: **48 hours/wk**

Monthly Advertising & Promotion: **\$32,500**

Avg. Segment Awareness: **44%**

**Display Space / Showroom**

- Equipment (111.5 m2): **1,200 s.f.**
- P&A (65.0 m2): **700 s.f.**
- GM (9.3 m2): **100 s.f.**

Total Size (185.8 m2): **2,000 s.f.**

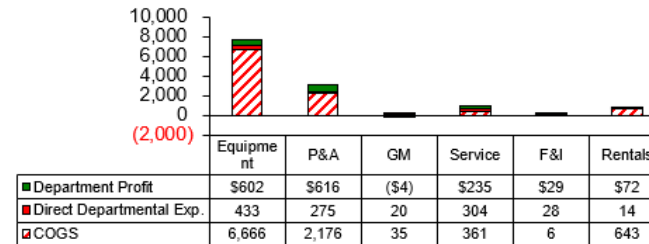
Increase to: (185.8 m2): **2,000 s.f.** \$ -

**Facility Environment**

Environment Investment: **\$ -**

Env. Score (now/EOP): **3.00 / 2.89**

Performance by Department





## November-April, 2031 Training & Timeblocking



### Equipment Sales People: 40 hrs/week

#### Time-Blocking

			Skill (now/EOP)
Prospecting	16%	<input type="checkbox"/> Train	2.0 / 2.2
Needs/Selling	33%	<input type="checkbox"/> Train	2.0 / 2.2
Coordinating/Cross-Sell	1%	<input type="checkbox"/> Train	3.0 / 3.2
Transacting	2%	<input type="checkbox"/> Train	4.0 / 4.2
Merchandising	15%	<input type="checkbox"/> Train	3.0 / 3.2
Used Equipment Acq.	0%	<input type="checkbox"/> Train	1.0 / 1.0
Training	0%		
Slack	34%		
Product Knowledge		<input type="checkbox"/> Train	4.0 / 4.2

### Finance & Insurance

F&I Responsibility

Annette Scape

#### Products

		Skill (now/EOP)
Retail Installment Financing	<input type="checkbox"/> Train	2.0 / 2.2
Pre-Paid Service	<input type="checkbox"/> Train	2.0 / 2.2
Product A	<input type="checkbox"/> Train	3.0 / 3.2
Product B	<input type="checkbox"/> Train	4.0 / 4.2
Product C	<input type="checkbox"/> Train	3.0 / 3.2
Product D	<input type="checkbox"/> Train	1.0 / 1.2

### P&A Counter Sales: 47 hrs/week

#### Time-Blocking

			Skill (now/EOP)
Selling	33%	<input type="checkbox"/> Train	2.0 / 2.2
Coordinating/Cross-Sell	4%	<input type="checkbox"/> Train	2.0 / 2.2
Merchandising	4%	<input type="checkbox"/> Train	1.0 / 1.2
Transacting	12%		
Training & Inventory	1%		
Slack	46%		

#### Inventory

Inventory Training	<input type="checkbox"/> Train	5.0 / 5.2
--------------------	--------------------------------	-----------

### GM Sales: 44 hrs/week

#### Time-Blocking

		Skill (now/EOP)
Selling	28%	<input type="checkbox"/> Train 3.0 / 3.2
Coordinating/Cross-Sell	4%	<input type="checkbox"/> Train 1.0 / 1.2
Merchandising	27%	<input type="checkbox"/> Train 2.0 / 2.2
Transacting	5%	
Training & Inventory	3%	
Slack	33%	

#### Inventory

Inventory Training	<input type="checkbox"/> Train	4.0 / 4.2
--------------------	--------------------------------	-----------

### Service

		Skill (now/EOP)
Tech	<input type="checkbox"/> Train	1.8 / 2.0
Expert	<input type="checkbox"/> Train	3.5 / 3.7
Master	<input type="checkbox"/> Train	6.6 / 6.8
Service Writers	<input type="checkbox"/> Train	5.0 / 5.2

### Summary

Cost Per Training Session	\$	600
Total Training This Period	\$	-



## November-April, 2031 Finance and Insurance



### Customer Financing

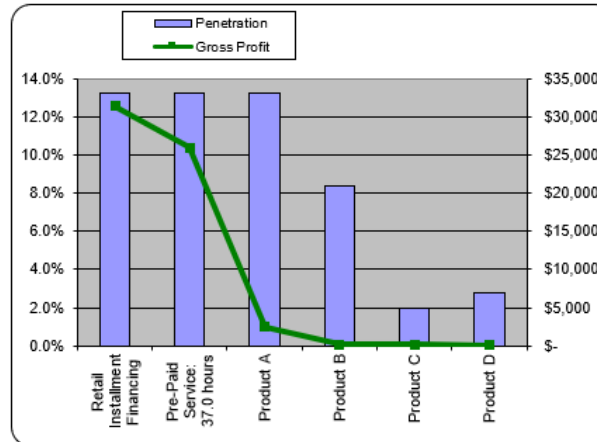
F&I Responsibility	Annette Scope		<b>Incentives</b>		<b>Monthly Commissions</b>	
Current Buy Rate	5.2%		Dept Incentive (GP)	0.0%	\$	-
Projected Charge-backs	\$ 1,377		Sales Spiff (per contract)	\$ -	\$	-
					\$	-
	<b>Price</b>	<b>Financed (per unit)</b>	<b>Penetration</b>	<b>Contracts Per Month</b>	<b>Total Gross Profit</b>	
Retail Installment Financing	2.2%	\$ 102,674	13.2%	1.4	\$	31,404
Pre-Paid Service: 37.0 hours	\$ 3,000	\$ 2,700	13.2%	1.4	\$	25,941
Product A	\$ 827	\$ 744	13.2%	1.4	\$	2,482
Product B	\$ 395	\$ 356	8.4%	0.9	\$	196
Product C	\$ 1,200	\$ 1,080	2.0%	0.2	\$	127
Product D	\$ 400	\$ 360	2.8%	0.3	\$	73
P&A/GM		\$ 1,797			\$	60,223
Avg. \$ Financed		\$ 109,710		PPV	\$	1,021

### Dealership Finances

Accounts Receivable Policy (days)	45
Distributions (max: \$3,151,927)	\$ -
Issue (Retire) Short-term Debt: 7.1%	\$ -
Cash (as of April, 2031)	\$ 3,150,010
Current Ratio	1.59
Accounts Receivable	\$ 3,084,511
Short-term Debt	\$ 814,000
Book Value	\$ 7,837,795
Interest Expense	\$ 82,320
EBITDA	\$ 88,534

### Dealership Valuation Calculator (for demonstration purposes only)

EBITDA Multiplier	1.2
Book Value Multiplier	3.0
Total Value	\$ 23,724,597





## November-April, 2031 Rentals



### Rental Decisions

Rental Responsibility:  (dropdown)

Rental Location:  (dropdown)

Monthly Advertising:

Visibility/Awareness Index:

Price Per Day:

Multi-Day Discounts:  Offer Multi-Day Discount

Revenues Per Day Per Unit:

### Break-Even Calculation

Fleet Size	<input type="text" value="24"/>
Monthly Fixed Costs	<input type="text" value="\$ 2,297"/>
Monthly Equipment Costs (\$4,451/unit)	<input type="text" value="\$ 106,835"/>
Total Monthly Costs	<input type="text" value="\$ 109,132"/>
Actual Utilization	<input type="text" value="18%"/>
Actual Days Rented/Unit	<input type="text" value="5.4"/>
Break-Even Revenues/Unit/Month	<input type="text" value="\$ 4,547"/>
Break-Even Revenues/Unit/Rental Day	<input type="text" value="\$840"/>

### Monthly Performance

Number of Rental Contracts	<input type="text" value="44"/>
Average Length of Rental	<input type="text" value="3.0 days"/>
Rental Revenues	<input type="text" value="\$ 116,995"/>
Less Rental Expenses	<input type="text" value="\$ 109,132"/>
Rental Profit (per month)	<input type="text" value="\$ 7,862"/>



### Other Impacts of Rental Activities This Period

Insurance Revenue	<input type="text" value="\$ 26,400"/>
GM Cross Sales	<input type="text" value="\$ 4,645"/>
Service Hours Required	<input type="text" value="780"/>
Fleet Retiring to Used Inv. Next Period	<input type="text" value="0"/>
New Unit Demand	<input type="text" value="3"/>
Used Unit Demand	<input type="text" value="4"/>



## November-April, 2031



### Proforma Income Statement

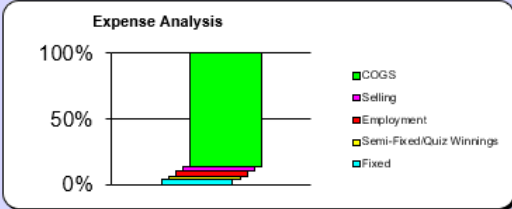
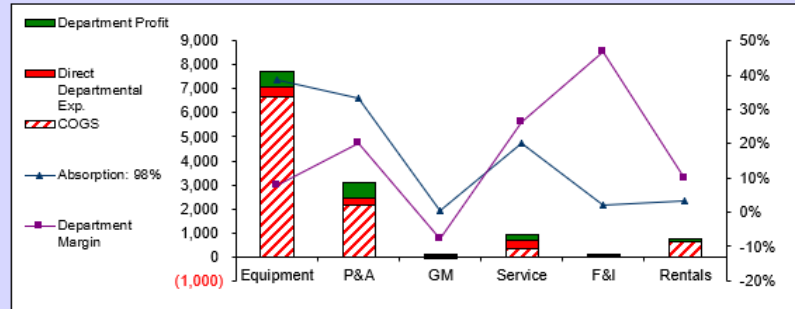
	(\$000's)	%
Net Equipment Sales	\$7,701	61.6%
Net Labor Sales	900	7.2
Net Part Sales	3,067	24.5
Net GM Sales	51	0.4
Net F&I Sales	89	0.7
Net Rentals	702	5.6
<b>Total Net Sales</b>	<b>12,509</b>	<b>100.0</b>
COGS	9,885	79.0
<b>Gross Profit</b>	<b>2,624</b>	<b>21.0</b>
Direct Departmental Exp.	1,074	8.6
Department Profit	1,550	12.4
General & Administrative Exp.		
Selling	416	3.3
Employment	506	4.0
Semi-Fixed/Quiz Winnings	273	2.2
Fixed	404	3.2
Total G&A Exp.	1,599	12.8
<b>Operating Profit</b>	<b>(\$49)</b>	<b>-0.4</b>
Interest	82	0.7
Taxes	0	0.0
<b>Net Profit (Net Income)</b>	<b>(\$131)</b>	<b>-1.0</b>

to Balance Sheet

### Department Absorption Analysis: Round 1

	Equipment	P&A	GM	Service	F&I	Rentals
Net Equipment Sales	\$7,701					
Net Labor Sales				\$900		
Net Part Sales		\$3,067				\$0
Net GM Sales			\$51			-
Net F&I Sales					\$63	\$26
Net Rentals						\$702
<b>Total Net Sales</b>	<b>7,701</b>	<b>3,067</b>	<b>51</b>	<b>900</b>	<b>63</b>	<b>728</b>
COGS	6,666	2,176	35	361	6	643
<b>Gross Profit</b>	<b>1,035</b>	<b>891</b>	<b>16</b>	<b>539</b>	<b>57</b>	<b>86</b>
Direct Departmental Exp.	433	275	20	304	28	14
<b>Department Profit</b>	<b>\$602</b>	<b>\$616</b>	<b>(\$4)</b>	<b>\$235</b>	<b>\$29</b>	<b>\$72</b>
<b>Gross Margin</b>	<b>13%</b>	<b>29%</b>	<b>32%</b>	<b>60%</b>	<b>91%</b>	<b>12%</b>
<b>Department Margin</b>	<b>8%</b>	<b>20%</b>	<b>-8%</b>	<b>26%</b>	<b>47%</b>	<b>10%</b>
<b>Absorption: 98%</b>	<b>39%</b>	<b>33%</b>	<b>1%</b>	<b>20%</b>	<b>2%</b>	<b>3%</b>

Non-Equipment Absorp. 57%



Customer CSI 6.53

Lifetime Value of Customer \$ 511,905


[Return To Income Statement](#)

## Proforma Balance Sheet

### Round 1 Ending: April, 2031

[Go To Cash Flow](#)


#### Assets

##### Current

Cash/C.E.		\$	3,150,010
Accounts Receivable			3,084,511
Inventories:			
New Unit Inventory	\$	12,254,589	
Used/Rental Inventory		2,136,600	
P&A Inventory		727,997	
GM Inventory		86,232	
Work-In-Process		98,505	
<i>Total Inventory</i>			15,303,923
Prepaid Expenses			10,133
<i>Total Current Assets</i>		\$	21,548,578

##### Fixed Assets

Building, Furniture, Equipment	1,771,648		
Accumulated Depreciation	-243,568		
<i>Net Fixed Assets</i>		\$	1,528,080

##### Total Assets

\$ 23,076,658

#### Liabilities

##### Current

Accounts Payable	\$	804,230
Floorplan		11,200,695
Short-term Debt		814,000
Accrued Expenses		569,553
Other (Customer Deposits, Pre-paid Service)		138,105
<i>Total Current Liabilities</i>	\$	13,526,583

##### Long-term Liabilities

		1,712,280
<i>Total Liabilities</i>	\$	15,238,863

#### Equity

Capital Stock	\$	1,046,985
Retained Earnings		6,790,810
<i>Total Equity</i>		7,837,795

##### Total Liabilities & Equity

\$ 23,076,658



## Proforma Cash Flow Statement

### Round 1: November-April, 2031



<b>Changes in Cash From OPERATING ACTIVITIES</b>	
OPERATING Profit (Loss)	\$ (48,823)
Interest (short-term: 7.6%, long-term: 6.0%)	(82,320)
Taxes	0
Depreciation and Amortization	88,582
(Increase)Decrease in A/R	(549,602)
(Increase)Decrease in Inventory	760,452
(Increase)Decrease in Prepaids	(10,133)
Increase(Decrease) in A/P	143,299
Increase(Decrease) in Floorplan	0
Increase(Decrease) in Accrued	101,484
Increase(Decrease) in Customer Deposits	23,472
<i>Net Cash from Operations</i>	<b>426,409</b>
<b>Changes in Cash From FINANCING ACTIVITIES</b>	
Short-Term Debt	0
Long-Term Debt	0
Common Shares	0
Dividends	0
<i>Net Cash from Financing</i>	<b>0</b>
<b>Changes in Cash From INVESTING ACTIVITIES</b>	
Purchases of Capital Assets	0
<i>Net Cash from Investing</i>	<b>0</b>
<b>Net Increase (Decrease) in Cash</b>	<b>426,409</b>
<b>Cash - Beginning of Period</b>	<b>2,723,601</b>
<b>Cash - End of Period</b>	<b>3,150,010</b>



Return To Balance Sheet

Go To Income Statement

