To: Company X Limited

From: Rockwall Analytics

Subject: Teleco Operator Declining Profitability - STRATEGY CONSULTING

Date: January 10, 2021

Understanding Consumer Needs
Uncovering needs and resolving trade-offs

The background information

During *Rockwall Analytics* case team meeting, the team reviewed the different initiatives that have been evaluated. The handset leasing option passed the initial screen, and now the team needs to determine how the client might implement the new handset leasing pricing models

Together with the client's strategy team, we have created a handset leasing consumer offer that is broadly similar to the existing mass market offer, and now need to assess if it will be attractive

OUR TASK

Sub-Task 1:

We now need to evaluate whether the new option would be attractive to customers. Brainstorm and shortlist criteria that customers may use to evaluate competing offers. What data points would help us decide if the new offer is attractive to consumers?

Sub-Task 2:

Our team would collected data via online surveys with consumers. Given the data our team gathered, fill in our evaluation matrix and identify the target segment for this plan

Sub-Task 3:

Given the target segment, identify changes to the offering that would make it more attractive for Co. X. Also come up with a product name that we think will appeal to the segment