Hello Assaf,

After studying the client organization chart, I have come to the conclusion that the Group Chief Financial Officer and Group Chief Commercial Officer may raise their concerns about the plan.

The CFO may raise the following concerns:

* The headset hiring plan offers lower rates than buying so the company may end up going in more loss.

- Evidence shows that this concern can be resolved by noticing the increased market share when executed by other companies.

* The products may become a liability if the customers default before the end of the lease because the company still would have to pay the whole price.

- This concern can be dealt with by outsourcing the leasing operation and taking the risk off

our hands.

The CCO may raise the following concerns:

* The offer is new in this market, and its introduction may cause a negative impact on the brand if people do not understand it.
* By studying other markets, focusing on communication, and with the right marketing, this problem can be easily solved.
* By giving extra focus on the target audience and by raising awareness before the launch we can captivate the potential customers through our pricing and schemes.
* The Customer support team can solve any doubts by the customers and hence strengthen the brand image and make the scheme more acceptable.