

Executive Summary

Situation

Telecom company X has been seeking a solution to raise its value and competitiveness in the industry. A potential solution is the introduction of a new product line handset leasing or "PhoneEase" plan.



Complication

Declining ARPU and market share has driven Company X's profits down. Current customer do not see 'value' in current plans at Company



Question

Implementation of handset leasing could increase revenue between 2.3%-4.3%, customer retention, and company X's competitiveness in their industry. By assuming market response to handset leasing will mimic comparable market



Answer

Introduce "PhoneEase" Plan. With a marketing focus on customers under 30 looking to upgrade plan is likely to bring higher value to the Company X