

Evaluation of New Handset Leasing Plan

Objective: To assess the attractiveness of the new handset leasing plan for consumers based on key criteria derived from consumer preferences and market analysis.

Comparison of Existing Plan vs. Leasing Plan

Criteria	Existing Plan	Leasing Plan	Customer Preference %
Upfront Cost	"\$100"	"\$0"	"60% prefer lower upfront cost"
Monthly Installment	"\$95"	"\$59"	"Higher affordability"
Upgrade Flexibility	"Every 24 months"	"Every 12 months"	"63% below 30 prefer frequent upgrades"
Data & Talktime	"6GB, Unlimited"	"6GB, 150 mins"	"Talktime could be a concern"
Insurance Coverage	"N/A"	"Basic Cover"	"Low priority for insurance"
"Trade-in Options	"Optional"	"Mandatory"	"Important for 58% who trade-in"

Insight 1: 63% of customers under 30 prefer to upgrade every 12 months, making the leasing plan highly attractive.

Insight 2: 60% of customers prioritise lower upfront costs, making the \$0 upfront cost in the leasing plan a strong advantage.

Insight 3: While talk time limits may be a concern, the flexibility and affordability of the leasing plan outweigh this for most customers.

Recommendations and Product Launch

Recommendations for Target Segment

Target Segment

Primary Segment: Consumers under 30 who value frequent upgrades and are sensitive to upfront costs.

Secondary Segment: Frequent upgraders who wish to upgrade more often without increasing their overall costs.

Recommended Changes to the Offering

1. Introduce a mid-term upgrade option (every 18 months) to cater to customers who find 12 months too frequent but 24 months too long.
2. Bundle the leasing plan with discounts on accessories or additional data options to increase perceived value.
3. Implement a loyalty program offering points that can be redeemed for upgrades or bill discounts, to incentivise long-term customer retention.

Product Name Suggestion

1. Suggested Product Name: “FlexiLease”
2. Rationale: The name emphasise flexibility and ease of upgrading, appealing to the target segment that values convenience and affordability.

Conclusion

The FlexiLease plan, with its focus on flexibility, affordability, and customer loyalty, is expected to increase customer acquisition and retention by catering to the key preferences of our target segments.