

Executive Summary

Situation

Telecom Company X has been looking for a solution to raise its value and competitiveness in the industry. A potential solution is the introduction of a new product line, handset leasing

Complication

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

Question

Implementing cell phone leasing could increase X's revenue, customer retention, and competitiveness in their industry by 2.3% to 4.3%. Assuming market response to cell phone leasing will mimic comparable markets

Answer

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