**Hi Assaf,**

1.Identify two departments you think may have the greatest concerns/objections

2. What their specific issues might be

3. How we can address/mitigate those concerns

Two departments that may have concerns are the **Chief Commercial Officer** and the **Chief Financial officer.**

**Chief Commercial Officer**

May raise concerns about marketing to a younger audience, and this change could be confusing for some older customers. It is important to maintain the brand image.

**Mitigation**

* Carefully plan and launch our marketing campaign, with clear communication to customers
* Exemplify benefits of handset leasing prior and during launch. Through platforms such as instagram and facebook

**Chief Financial Officer**

Could have an issue with lower up-front costs that "Barter old phone with new plan" will result in. This could affect the top line.

**Mitigation**

* Comparables markets suggest that increased market share and more attractive plans, as a result of handset leasing end to outperform the rest of the market in top line growth. (ARPU may decline)

Concerns can be managed by presenting historical data and studies from the industry to support the Barter old phone with new plan. Driving this proposal through facts should be our focus.

Thanks and regards

Jaskarandeep Singh