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/objections 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 see some older customers not migrating. It is important to maintain the brand image.

**Mitigation**

* Carefully plan and launch our marketing campaign, with clear communication to customers
* Demostrate benefits of handset leasing prior and during launch. Through social media platforms.

**Chief Financial Officer**

Could have an issue with the reduction of up-front costs and price that “Thrift 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, tend to outperform the rest of the market in top line growth.

Concerns can be managed by presenting historical data and studies from the industry to support the Thrift Plan. Driving this proposal through facts should our focus.

Best Regards,

Joshua