

### Sub-Task 1:

We now need to evaluate whether the new option would be attractive to customers. Brainstorm and shortlist criteria that **customers may use to evaluate competing offers**. What data points would help us decide if the new offer is attractive to consumers?

Key insights from the research findings from consumer survey:

- $\leq 30$  years old are keen to lease if they could upgrade every 12 months
- Most of those who upgrade every 24 months could be persuaded to upgrade every 12 months if the costs is lowered.
- Most people want low upfront costs when buying a new phone
- Most people just keep their old phone when they upgrade, perhaps to save money?
- Majority of people do not buy insurance for their phones.

Target:

“ Young people who normally upgrades their phone infrequently, could be enticed to upgrade every 12 months instead, on deals with low upfront costs with freebies thrown in.”

### Sub-Task 2:

Your team has now collected data via online surveys with consumers. Given the data your team gathered, fill in your evaluation matrix and identify the target segment for this plan.

Evaluation criteria	24 month plan	SIM only	12 month Leasing
Upfront costs	low	high	medium
Total costs	Cheapest	High	medium
Other considerations	Upgrade possible	PAYG	No upgrade possible

Target Segment:

<30 years old, who upgrades their phone every 24 months

**Sub-Task 3:**

Given the target segment, identify changes to the offering that would make it more attractive for them. Also come up with a product name that you think will appeal to the segment.

Product name: 'Hi-spec for Lo-price

Changes 1: Low upfront costs

Changes 2: Free insurance

Changes 3: Frequent upgrade options