**Problem statement**

We will now need to develop our plan for the discussions with the relevant departments. Your project leader, Assaf, has shared with you the client organisation chart, and has asked you to:

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

I think the CFO and the COO would have the greatest concerns or objections.

1. **What their specific issues might be?**

CFO – Leasing packages costs less than standard plans, default risks, damage devices.

COO – Negative effect on brand image, confuse customer base, new to the market.

1. **How we can address/mitigate those concerns?**

CFO – Bulk buy from Manufacturer to lower costs. Use credit scoring to check and insurance to mitigate the risks.

COO – Run an effective campaign to promote our new offering, raise awareness of leasing mechanism.

**Prepare an email summarizing your thoughts for your project leader, Assaf.**

Dear Assaf,

I hope you are well. Many thanks again for your time last week.

As discussed, I have had a look at the corporate structure of company x, and have considered the key areas of concerns the management team might want to address ahead of launch of the new leasing model.

I believe the concerns of the Group Chief Commercial Officer and the Chief Operation Officer should be addressed as a priority. The former might be concerned with the profit margins, capital investments and debt collection. Whereas the latter might be concerned with scales of operation, supply chain logistics and marketing strategies.

To mitigate these concerns, I would suggest that we invite a number of manufacturers to a tender process, so we have bids to consider, we can also consider doing the same insurance providers. As for effective operation and marketing strategies, it would be helpful to draw some market comparators, to see how other players in the industry have structured similar rollouts in the past.

Please let me know if it would be helpful to discuss this further ahead of the presentation.

MKY

BCG Virtual Experience Participant