

Hello Assaf,

I have reviewed the client's organization chart and have come up with two departments that might raise concerns. I have also stated the solutions for the possible concerns.

1. Chief financial officer

Concern : Through our proposed plan to work we will need to invest a big amount on the purchase of a number of mobile phones.

Solution : Tightening up the balance (reducing operating expenditure/being more efficient in employing capital) and use receivables, upfronts to gain immediate cash.

2. Chief commercial officer

Concern : Offering handset leasing solution separately is a poor offer that can be outsmarted by the competition easily.

Solution : Proposing additional services; insurance is a high margin offering as well as a other additional value-added offerings such as NaaS (Network as a Service).

Proposing additional products; connected items related to smartphones, phone cases and accessories which represent a considerable margin.

Used phones present a high potential market for operators with an estimated market value of 52.7 billion \$ in 2022.