

Executive Summary

Situation

Telecom company X has been seeking a solution to raise its value and competitiveness in the industry potential solution is the introduction of a new product line, handset leasing, or “PhoneLelo” plan



Complication

Declining ARPU and market share has driven Company X's profits down. Current customer do not see 'value' in current plans at Company X



Question

implementation of handset leasing could increase revenue between 2.3% to 4.3%, customer retention, and Company X's competitiveness in their industry. By assuming market response to handset leasing will mimic comparable markets



Answer

Introduce “PhoneLelo” plan. With a marketing focus on customers under 30 that are looking for cheaper plans, likely to bring higher value to Company X