

Executive Summary

Situation

X has been seeing a solution to raise its value and competitiveness in the industry. A potential solution is the introduction of a new product line - Handset leasing.

Complication

Declining ARPU and market share has driven the company X's profit down. Hence customer doesn't see a value in the offerings

Question

Implementation of the handset leasing could drive the revenue upto 4.3 %. But what is the competitiveness KPI in the market? How is customer requirements fulfilment be satisfied?

Answer

Introduction of the **Best Buy – Best Bargain – Assurance Guaranteed**. This is also focused on the user group >30 years that drives a major chunk of the market for renting or leasing of smartphones.