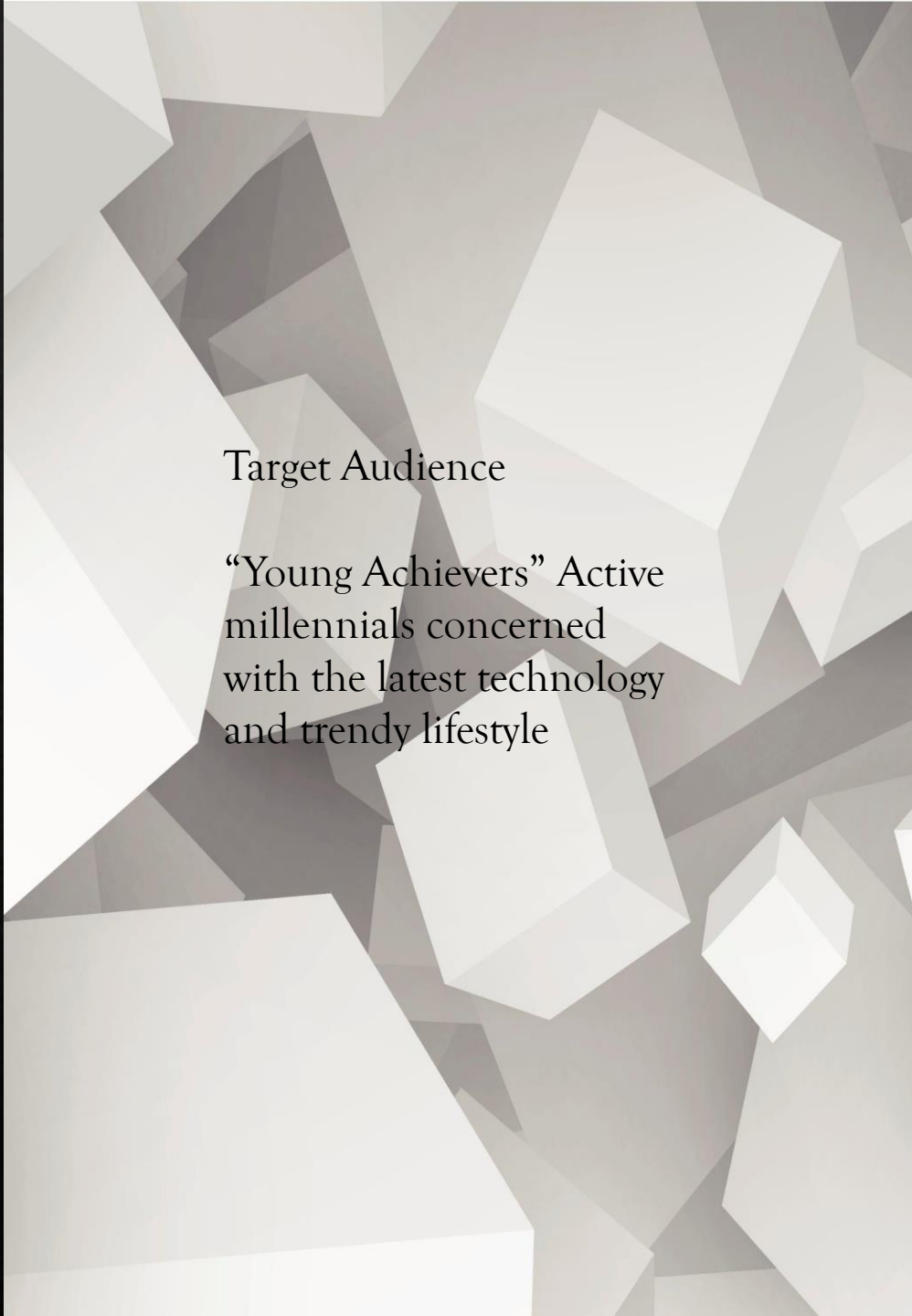


BCG : Understanding Consumer Needs

--Zeel Raj



Target Audience

“Young Achievers” Active
millennials concerned
with the latest technology
and trendy lifestyle

Insights from Survey

- Targeted Demographic : < 30 years old,
frequently upgrading handsets
- Marketing opportunities:
 1. Reduce upfront and total cost
 2. Cost inclusive of insurance
 3. Save customer cost with frequent upgrades

Market ‘SIM-Only + Leasing’ plan as “Save & Upgrade” plan

- No proposed changes required to the current SIM-Only + Leasing plan.

Annual amount paid by customer	Existing 24 month plan	Save & Upgrade plan	
	Total payment	Total payment	Savings
Change phone every 12 months	\$1,689	\$1,300	23.03%
Change phone every 24 month	\$1,190	\$1,100	7.56%
Change phone every 36 months	\$1,173	\$1,030	12.19%

<u><i>Evaluation Matrix</i></u>	<u><i>Existing 24 mth Plan</i></u>	<u><i>Save & Upgrade Plan</i></u>
Low initial cash outlay	No (\$100)	Yes (\$0)
Average cost per GB of data (excl. calls and SMS)	High (\$18.76)	Low (\$16.01)
24month upgraders enticed to upgrade more frequently	No	Yes
Damages covered by insurance	No	Yes

THANK YOU