Hi,

Here are some questions you may want to ask yourself while you are looking for data:

**Regarding the Market**

* How is the Telecom industry doing as a whole? Is it growing?
* How much has handset leasing been saving competitors?

**Regarding Consumers**

* How does handset leasing help the customer?
* What markets is this service relevant for?
* Are there any Macro trends that will affect the customers decision in using handset leasing?

**Regarding Competitors**

* Who has adopted handset leasing?
* When did they adopt it?
* What are they doing to stay ahead of the competition?

**Regarding Profits**

* How will handset leasing affect our profits?
* What is our profit now and what will it be after implementing this service?