Hello Assaf,

As required, I analyzed the relevant departments and what concerns they might have.

I believe objections might be presented by the Group Chief Commercial Officer and Group Chief Information Officer. The former department might be concerned about the scales of operations. They might be concerned about the losses faced due to the damages devices as roughly 40% of users faced this issue. The Chief Information Officer would be concerned with the best premium smartphones company to collaborate with. They would also want to know the best marketing plans to spread the information among the target segment.

The issue with damaged devices can be dealt with an insurance plan also being offered alongside the deal so as to motivate the customers to lease the devices more readily. Also, a non-returnable and non-upgradable policy could be worked out which might prevent the company from bearing much losses. As for the best marketing strategies, we could take inspiration from readily successful models of implementation of Handset-Leasing plans.

Hope this might help us prepare well for the presentation,

Abhishek