

Executive summary best practice

Situation

Telecom Company X has been seeking a solution to raise its value and competitiveness in the industry. A potential solution is the introduction of a new product line, handset leasing, or "Bargain



Complication

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



Question

Implementation of handset leasing could increase revenue between 2.3%-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 "Bargain Upgrades Plan". With a marketing focus on customers under 30 that are looking plan is likely to bring higher value to company X