**Subject: Proposal to Explore Handset Leasing for Profitability Enhancement at Company X**

Hello Elisse,

I hope this message finds you well. Following our recent discussions on strategies to enhance Company X's profitability, I have conducted thorough research into the potential benefits of handset leasing. Based on the findings, I recommend further exploration of this initiative. Here’s a detailed rationale supporting this recommendation:

**Evidence from Other Markets**

**Operational Cost Savings:**

* Implementing handset leasing reduces the need for large handset inventories, significantly cutting storage and management costs. It also mitigates the immediate financial burden of bulk purchasing devices, thereby improving cash flow and lowering overall financing expenditures.

**Enhanced Customer Retention and Acquisition:**

* Offering customers the ability to upgrade their devices more frequently without high upfront costs can improve customer satisfaction and loyalty.
* Combining handset leases with competitively priced SIM-only plans can attract a broader customer base, particularly those seeking budget-friendly options.

**Stable Revenue Streams:**

* Monthly leasing fees provide a consistent and predictable revenue stream compared to one-off handset sales.
* Regular device upgrades can lead to increased customer engagement and higher spending on data and additional services.

**Supporting Market Insights:**

**Sprint's Success with Leasing:**

* Sprint has leveraged handset leasing to stimulate growth. Reports indicate that this strategy has helped Sprint reduce operational costs and attract customers by offering affordable monthly payments and frequent device upgrades.
  + Reference: Why Sprint Is Focusing on Handset Leasing to Accelerate Growth

**Globe Telecom's Experience:**

* In Singapore, Globe Telecom has successfully integrated handset leasing as part of their business transformation, showcasing the potential benefits of this model.
  + Reference: [Transformation of Globe Telecom](https://ink.library.smu.edu.sg/cgi/viewcontent.cgi?article=7205&context=lkcsb_research)

**Strategic Considerations for Company X:**

* While the benefits are promising, it is crucial to consider the implementation costs and potential risks. Company X needs to thoroughly assess the costs associated with establishing a leasing program, customer acceptance, and the impact on existing sales and financing structures.

**Conclusion:** Handset leasing presents a promising opportunity for Company X to enhance profitability by reducing operational costs, attracting and retaining customers, and generating stable revenue streams. I recommend conducting a detailed feasibility study to further explore this opportunity and assess its potential impact on Company X's financial performance.

Please let me know if you have any questions or require further details.

Best regards,

Anshuman Mondal