

Hello Elisse,

Here is my report for our client company: The leasing market is the third-largest market in global services. Smartphone leasing could transform enterprise mobility. Investing in this market will help our client to increase their revenue.

### **Reasons why I recommend this move:**

#### **Customer preference**

1. Updating an old phone with a new phone can make subscribers to have experience the latest current technology at a lower cost.
2. Given the pace of technological advance, the cost of repairs for the inside system required to keep them running is more, so leasing becomes an attractive option for customers as ownership brings too much risk to handle and maintain the device for the long run.
3. This will allow customers to obtain new phone even when they can't afford devices upfront. Also providing a variety of schemes to them will make it more feasible for subscribers to adapt and continue with the company.

#### **Competitors adapt handset leasing and doing good in market**

1. Rentomojo India based company started leasing mobile and doing good business in this sector as a result they are trying to expand their business to various states also.
2. Samsung and Apple are also opting for handset leasing to have more growth in the market.
3. T-mobiles also have customer growth and at the end of 2018 they have a total customer base of 79.7 million.

#### **Information on Cash flow**

1. Not much negative cash flow our client doesn't need to invest in capital cost for launching this.
2. Our client has to make an investment in advertising this scheme.

In conclusion my prediction is that launching this hypothesis of headset leasing will reduce their inventory and help them to increase their revenue metric.

Thanks.

Sources:

<https://www.t-mobile.com/2018-annual-report>

<https://www.thehindubusinessline.com/info-tech/why-buy-a-high-end-smartphone-when-you-can-lease-one-on-rentmojo/article24692291.ece>