
BCG Forage

Task 5

Client Recommendation

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- **Situation:** Company X is facing a decline in profits and is seeking to improve its profits by considering to offer handset leasing.
 - **Compilation:** Company X is facing challenges in the highly competitive telecom market, resulting in a decline in market share and profitability. This decline can be attributed to a perceived lack of value in the company's current plans by customers.
 - **Question:** Considering handset leasing is one of the good option to increase company's profit and will be helpful in attracting customers, increasing company's ARPU (average revenue per user) by about 5% and will help the company to regain market share.
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- **Answer:** Introducing Lease-to-own plan to offer customers a flexible lease options and a affordable price and focusing on customers below age 30 as they are more likely to upgrade their handsets and offering customers a more additional benefits can help Company X increase its revenue by 2.4% - 2.6% and Net Profit by 10%.
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