
BCG Forage

Task 4

Understanding consumer needs

Sub Task 1

- **Affordability:** Price is the most important thing that will attract customers , they will be looking for monthly lease payment and the upfront cost to find the best option for them.
 - **Lease period:** It is another thing customers will be looking after the end of as some might be looking for smaller lease period providing them the opportunity to upgrade to latest device more frequently while some would opt for longer lease period for lower monthly payments.
 - **Device selection:** Having a wide range of options to choose a device from can provide every segment of customer a option to choose from.
-

-
- **Maintenance and support:** They will be looking to have a technical support, device repairs and exchange in case of damage over the entire lease period.
 - **Data and call plans:** They will also be looking for the data and call plans of the operator as some customers might want to include the it will the monthly lease payments.
 - **Offers and Discounts:** They might also expect to get some additional offer from the mobile operator such getting a subscription to a video streaming platform or spotify.
-

Sub Task 2

Target Segment

- 63 % of those below the age of 30 were keen to lease a handset if it meant they could upgrade their phone every 12 months.
- 48% currently upgrade their handset every 24 months, 26% every 36 months or more, 26% every 12 months.

Marketing Strategy

- People below the age are looking for frequent upgrades so we can provide wide range of options for lease period. We can include 12 months, 18 months and 24 months or longer as this will help cover every customer segment including those looking for frequent upgrades and those looking for longer lease periods.
-

Target Segment

- 92% have never bought insurance for their handsets.
- 45% or more people will change the telecom for a saving of 10-20%.

Marketing Strategy

- We can provide customers handset with insurance at a lesser price, since most of the people don't buy the insurance this will be one of the way to attract them.
 - Since a large number of people prefer to change the telecom operator for 10-20% savings so we need to ensure competitive pricing of handsets.
-

Sub Task 3

Annual amount paid	Current Plan(\$)	New Plan(\$)	Savings(%)
1 Year Plan	1240	1308	-5.483870968
2 Year Plan	1190	1108	6.890756303
3 Year Plan	1173.333333	1074.666667	8.409090909

Product Name: Lease-to-own
