

Executive Summary

- Telecom Industry is projected to contract at a rate of 4% from 2018-22 and telecom companies are implementing headset leasing to cut down the net losses of the revenues.
- I found out the scope of headset leasing in US market by looking at the reasons for buying our products like easily upgrading their phones, saving upfront costs, discounts, etc.
- I also looked at the current player “sprint’s” financial performance has improved after implementation of leasing plans.
- Also, Out of 4 major telecom players only two of them have implemented this leasing plans which may help our country for easy entry.

- We found the impact of Headset Leasing on the financial performance of the company:
 - After implementing Headset leasing, Net profit is estimated to grow by approximately 48% compounded annually, whereas without headset leasing, net profit was estimated to grow by 24% compounded annually.
 - Operating Profit due to headset leasing is expected to grow at 25.74% compounded annually instead of 9.43% (without headset leasing).
 - Average revenue per user after implementing headset leasing is estimated to increase by 10.4% annually whereas it was estimated to increase by only 5.8% without headset leasing. Similarly mobile subscribers is estimated to increase by 3.9% instead of 2%.
 - Overall, it is projected that Implementing Headset leasing will be dramatically beneficial to the company X.

- I found out our target segment – those with age less than 30
- Features which will attract customers towards headset leasing:
 - Easy to upgrade mobile through headset leasing
 - Zero upfront cost
 - Trade-in mobile easily to upgrade mobile
 - Insurance for basic damage