

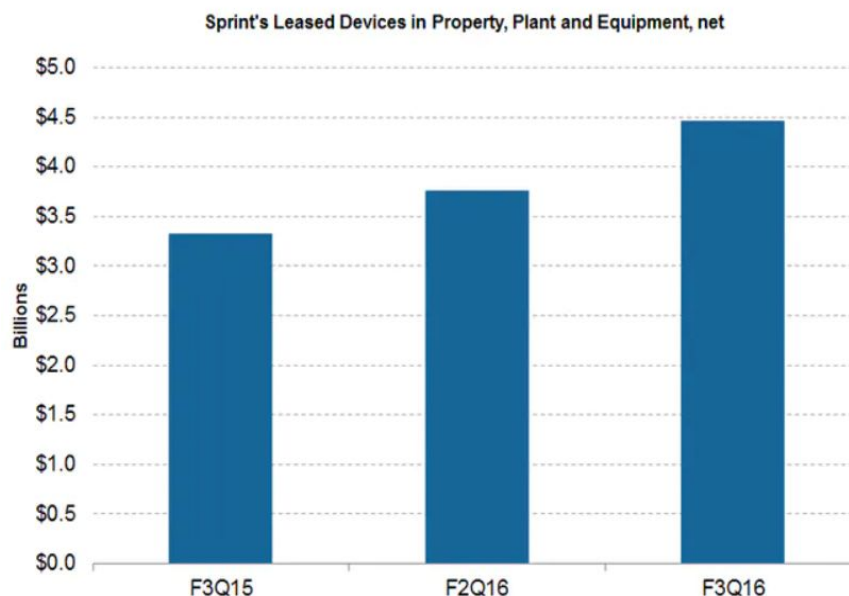
# Market Research For Headset Leasing in USA

## Why Customers will prefer Headset Leasing?

- Upgrade your smartphones every 12, 24 or 36 months, it's up to you
- Save money by being more specific on the smartphones your company uses, don't settle for a 'one-size fits all contract'
- With leasing there is no upfront contribution for hardware, simply start paying from month one
- Flexible and affordable end of term options including equipment ownership
- Up to 25% OFF the latest models with residual value pricing

## Reviews of the companies who implemented Headset Leasing

- **Sprint:** - Tarek Robbiati, Sprint's chief financial officer, spoke about the benefits handset leasing has offered to Sprint: "We've been pretty good promoting leasing and allowing customers to benefit from being always with the latest and greatest technology. And as a return to those forms we face multiple choices available to us either we can sell those phones or we can recycle those phones and give them a second life. And we have done so."
- **Financial Performance Improvement:** -



(Source: - Sprint's Fillings)

“In fiscal 3Q16, which ended December 2016, the take rate of Sprint’s leasing plans reached ~43%. As you can see in the above chart, net leased devices were valued at ~\$4.5 billion at the end of fiscal 3Q16. During fiscal 3Q15, this figure was ~\$3.3 billion.”

In US telecom market, out of four top players only Sprint and T-Mobile offer leasing plans. Remaining two -- Verizon and AT&T do not.

### **My Recommendations: -**

Analysing and Observing the above situation: -

It is great time to enter US market as there are not many players (which means less entry-barriers) and also there are companies who are benefitted.

### **Sources: -**

1. <https://marketrealist.com/2017/04/what-are-sprints-5g-plans/>
2. <https://www.agilismobile.co.uk/news/why-lease-mobile-phones/>