Hi Assaf,

Two departments that may have objections are the **Chief Commercial Officer** and the **Chief Financial Officer**

## Chief Commercial Officer

* May raise concerns about marketing to a younger audience and this change could be confusing for some older customers. It is important to maintain the brand image.

Mitigation

* Carefully plan and launch our marketing campaign, with clear communication to the customers
* Exemplify benefits of handset leasing prior and during launch through platforms such as Instagram and Facebook

## Chief Financial Officer

* Could have an issue with lower upfront cost that “PhoneLelo” plan will result in. This could affect the top line.

Mitigation

* Comparable market suggests that increased market share and more attractive plans, because of handset leasing, tend to outperform the rest of the market in top line growth. (ARPU may decline)

Concerns can be managed by presenting historical data and studies of industry to support the “PhoneLelo” plan. Driving this proposal through facts should be our focus.

Kind regards,

Bharat