Hi Ellise,

Here is my report for our client company: X regarding whether the team should explore the idea of handset leasing further for the client or not. My recommendation is that the team should explore this idea of handset leasing because introducing mobile handset leasing can help in increasing the annual growth of the company by around 6-7%.

Below are the reasons why I recommend this move:

**Changing customer preferences**

* Consumers no longer want to be committed to their mobile devices for a long duration as new phone models get released with improved features as frequently as once a year and customers want to go with the pace of Technology.
* Offering handset leasing plans reduces the net loss to as low as 5% per customer
* On looking at the growth comparison of two companies, company A, which has introduced handset leasing and company B, which hasn’t. We got to know that the annual average growth rate of A was 6.44% and that of B was 1.27%.

**Competitors have introduced this idea and done well**

* Handset Leasing has been successfully launched in many developed markets, including Singapore, US, and Australia.