It is my belief that the CFO and the Chief Commercial Officer may express their concerns regarding our leasing plans.

The CFO may be worried about the impact of leasing on our revenues, as leasing packages combined with SIM plans are generally less expensive than traditional plans. However, this may be offset by an increase in market share, as evidenced by other markets. There could also be a risk of default if customers are unable to fulfill their leasing obligations.

To mitigate this risk, we should use credit scoring to qualify customers.

The CCO may be concerned about the newness of the leasing offer to the market, which could confuse customers and negatively impact our brand image. To address this, we should carefully plan our launch and study successful launch campaigns from other markets. We should also find ways to raise awareness of the benefits of leasing prior to launch, such as through influencers and online content.

Overall, I believe that we can manage these concerns by using data and case studies from other markets to support our arguments.