

Executive Summary

SITUATION

Company X is facing a decline in profits over the past few years and wishes to drive improvements in profitability.

COMPLICATION

Customers do not find the current plans at Company X attractive, which is further causing a drop in profits and customer retention.

QUESTION

Handset leasing could help increase customer retention (and thus, profits) as it is an attractive business model for youngsters.

ANSWER

The introduction of a new model, handset leasing or "Lease it, ease it!", targeting customers under 30 that look for frequent upgrades.