



Handset Leasing Consumer Offer

Rhea Mall

Criteria

Criteria that customers may use to evaluate competing offers:

- Whether it is affordable or not
- Insurance
- Being able to upgrade to the latest models frequently
- If leasing is less expensive and more convenient than purchasing a phone or not



01

Who are keen to lease handsets?

63 % of those below the age of 30 were keen to lease a handset if they could upgrade their phone every 12 months

02

Insurance

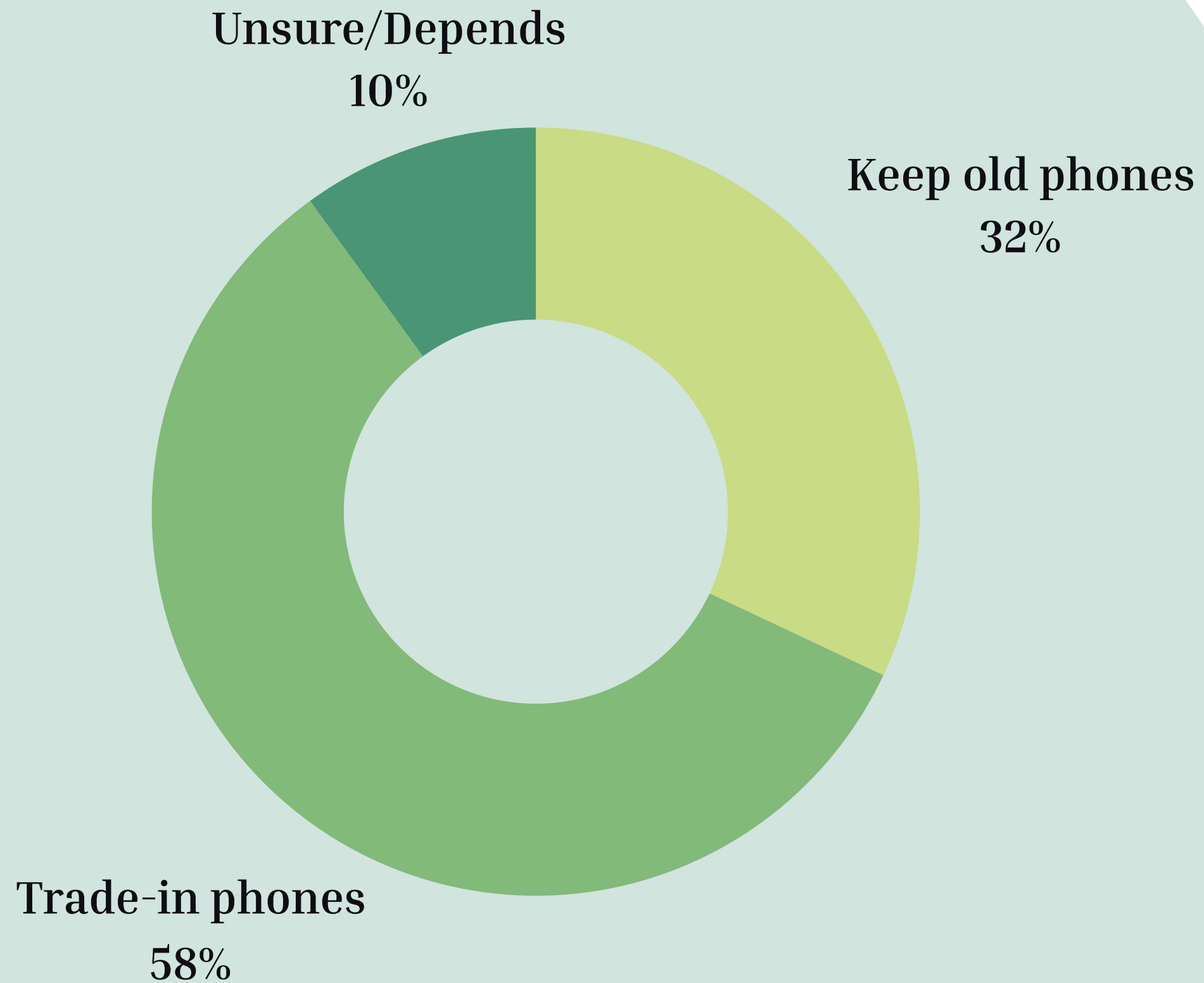
92% have never bought insurance for their handsets.

03

How often do they want upgrades?

48% currently upgrade their handset every 24 months, 26% every 36 months or more, 26% every 12 months

**OUR
INSIGHTS**



We noticed this
from the 500
people surveyed.

Additionally, 46%
would not pay more
than \$500 upfront
for a new phone.

Marketing Target

In order to successfully target customers under the age of 30 who upgrade their phones every 24 months, we would have to keep the following in mind:

- Cheap & frequent phone upgrades
- Insurance offer
- Low upfront costs



Changes to the Offering to make it Attractive



Allow for an option to purchase the phone at the end of the leasing period.



Allow for an option to sign a new lease for the same smartphone rather than mandatory trade-in



Lower the upgrade costs significantly once 24 months are up.



**"Lease it,
ease it!"**

A potential product name that would
appeal to the target segment.

Thank You For Your Attention



25,423 Pageviews

3.32 Pages/Visit

Traffic Sources Overview

- Direct Traffic
3,097.00 (40.43%)
- Search Engines
2,910.00 (38.04%)
- Referring Sites
1,642.00 (21.47%)

Visitors Overview

Visitors
2,958