**Subject: Recommendation on Exploring Handset Leasing for Company X**

Dear Elisse,

I trust this email finds you well.

Following our recent discussions, I have researched handset leasing in telecom markets. The findings suggest it is a promising model for Company X to explore.

* **Proven Success:** Handset leasing has resulted in increased revenue and customer retention in markets such as the United States, South Korea, and Europe. Sprint's leasing programs accounted for **43% of device financing**, with leased devices valued at approximately $4.5 billion.
* **Financial Impact:** Sprint's leasing revenue **increased** by approximately **$1.2 billion** in a single year, underscoring the substantial financial advantages.
* **Consumer Demand:** Leasing is particularly well-suited to the increasing demand for frequent upgrades and reduced upfront costs, particularly in light of the emergence of 5G technology.
* **Competitive Advantage:** This model is designed to counteract the competition from MVNOs. For instance, Sprint recorded take-up rates of up to 43% for comparable plans in 2016.   
    
    
  Given these benefits, I suggest that we investigate handset leasing as a means of increasing the profitability of Company X.

Best regards,  
Rucha Khartadkar  
Consultant