Next Steps

I think the chief financial officer and the chief commercial officer will be the ones to voice their concerns.

CFO

* Revenues - SIM plans and leasing packages often cost less than regular plans, which may impact our top line.
* Evidence from other markets demonstrates that even while ARPU may decrease, telecoms that provide leasing outperform the industry on topline growth. An increase in market share offsets this.
* Default risk: If clients stop making payments midway through the lease and we can't get the gadget back, we'll still be responsible for the whole amount, which puts us in a position of responsibility.
* Consider handing over the entire leasing process to a supplier who will assume all risks. To qualify consumers and reduce the risk of default, use credit scoring.

CCO

* Because the lease offer is new to the market and may be unclear to clients, it could damage our brand's reputation.
* We must carefully organize the launch, including the specific messaging we convey, and research launch strategies in other markets.
* Find strategies to increase public knowledge of leasing mechanisms and advantages before they are introduced, such as by using web material or influencers. Overall, if we use statistics and case studies from other markets to bolster our arguments, I believe the worries should be manageable. Data will be essential to persuading the client team since, based on our prior encounters, they appear to be impartial and fact-driven.