Hi there,

I had a few findings on the initiatives that discussed leasing out the handsets. I have attached some links at the end of the mail for reference.

Benefits of moving ahead with the initiative:

* Leasing models usually tend to improve business models by helping in more sales of a product and also by getting more customers.
* It caters to both producers and customers as producers get to sell more. At the same time, customers get to buy a handset they could not afford and the freedom to return or upgrade the device.
* The company can generate more revenue through subscriptions and can recover the actual cost of the handset over the subscription duration.

Drawbacks:

* After a point, this might become a compulsion while reducing the revenue as multiple companies would come forward with the same strategy.
* We might have to incur more repairing/maintenance costs.

The team should explore more about this opportunity as this will help us get rich better revenue numbers.

Resources:

1. https://www.researchgate.net/publication/341655539\_Handset\_Leasing\_and\_Telecommunication\_Operators\_From\_Implementing\_to\_saving\_an\_Entire\_Industry
2. https://data.gsmaintelligence.com/api-web/v2/research-file-download?id=18809389&file=risks-and-impact-of-handset-financing:-lessons-from-the-us-1482140001339.pdf
3. http://versatileamphibian.blogspot.com/2010/05/impacts-of-handset-leasing-model-on.html