**Ideas**

Warranty lasting 2 years

Green plan

* 2 year warranty with purchase

Yellow plan

* 1 year warranty with initial payment
* 2 years with final payment

Blue plan

* No warranty with initial payment
* 1 year warranty with second payment
* 2 year warranty with final payment

Warranty lasting 5 years

Green plan

* 5 year warranty with purchase

Yellow plan

* 2 year warranty with initial payment
* 5 years with final payment

Blue plan

* No warranty with initial payment
* 3 year warranty with second payment
* 5 year warranty with final payment

\*\*\* It is important to distinguish the warranty as being an added bonus for completing the payment of the stove, as to avoid miscommunicating it as an optional payment or an exchange for the second payment for the warranty.

**Alternative warranty Ideas**

* Provide them with the $10 replaceable inner compartment of the stove by adding $5 to the initial cost, and then giving this to our customers upon their last payment of their plan.
* Similar to the warranty idea, we are solving the problem of lack of customer incentive and simultaneously providing them with goods in exchange for money. Although we are essentially knocking $5 off the price of the replaceable inner compartment, we are gaining the $5 that is being added to the initial cost.
* We ask the question of whether our customers will actually buy this feature in the future and whether including it at a lower price in the initial sale of the stove will actually mean a higher income through sales.