



Team 3



Strategy

- Planned high-level strategy
 - Low cost strategy -> 1 season
 - Low cost, differentiation strategy -> 2&3 seasons
 - Low cost, focus strategy -> 4&5 seasons
- The following strategic objectives were set
 - Entering the market
 - Expand the market share
 - Focus specific group based on the stable customers
- Revisions, why?



Thoughts

- Why we were successful / why we were not successful?
 1. Personal interested in this business game
 2. Teamwork cooperation skill
- Which mistakes were made, why?
 1. Misunderstood the player instruction (season 0 ? Season 1?)
 2. Unrealistic of assumption
 3. Liability???



Expectations and Lessons Learnt

- We expected from the business game
 1. Make profit
 2. Realistic business ideas
 3. International group
- We learnt from the business game
 1. Teamwork skills
 2. Communication skills
 3. Understanding of the mobile communications businesses
- The following was missing from the business game
 1. Lack of local knowledge
 2. Lack of database
 3. Lack of experience