



Team 4



# Strategy

- Planned high-level strategy
  - Differentiation to packet data
- The following strategic objectives were set
  - To be market leader in packet data services
- Revisions, why?
  - We had to concentrate on the voice customers more than planned
  - No other notable changes



# Thoughts

- Why we were successful / why we were not successful?
  1. We put money to R&D but the game was too short to gain significant revenues
  2. Marketing wasn't good enough
  
- Which mistakes were made, why?
  1. Used R&D money for WCDMA
  2. We didn't pay enough attention to corporate users



# Expectations and Lessons Learnt

- We expected from the business game
  1. Learning to do business
  
- We learnt from the business game
  1. Business world isn't easy
  2. Can't take too big risks with investments
  3. Mechanics of the mobile market
  
- The following was missing from the business game
  1. The game could have been longer