



Team 1



Strategy

- Planned high-level strategy
 - Differentiation
 - Corporations
 - Data services
- The following strategic objectives were set
 - To be #1 on the corporate sector
- Revisions, why?
 - R&D strategy revised



Thoughts

- Why we were successful / why we were not successful?
 1. Too heavy R&D investments
 2. Revision of pricing strategy
 3. Strong position in corporate sector
- Which mistakes were made, why?
 1. Too cheap WLAN pricing on season 2
 2. Too high voice prices at the beginning
 3. Futile investment in WCDMA



Expectations and Lessons Learnt

- We expected from the business game
 1. Idea of operator business in practice
 2. Fun

- We learnt from the business game
 1. Relationships between services – big picture
 2. Marketing expenses are significant

- The following was missing from the business game
 1. Bug fixes
 2. Too few rounds! 😊