Team 3

Strategy

- **Planned high-level strategy**
  - Technology differentiation, corporate segment and data services
- **The following strategic objectives were set**
  - Win the market share
- **Revisions, why?**
  - We went after the market share by advertising a network that unfortunately was not there
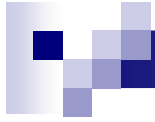
Thoughts

- **Why we were successful / why we were not successful?**
  1. Pricing was right, marketing was "ok"
  2. We didn't invest in marketing and capacity at the same time
  3. Manipulating others
- **Which mistakes were made, why?**
  1. Marketing without required capacity (100% use)
  2. Not enough technology support (wrong estimates)
  3. Differentiation failed

Expectations and Lessons Learnt

- **We expected from the business game**
  1. An educational experience into game theory
  2. Teamwork
  3. Having fun
- **We learnt from the business game**
  1. You can manipulate others by making bad decisions
  2. Better overall picture on how markets work
  3. Build capacity and market at the same time; aim at 50%
- **The following was missing from the business game**
  1. Relationship representation about what is affected by each dec.
  2. Making decisive corrections
  3. Sanity checks (blind decision processing)

Got market share ?