



Team 1



Strategy

- Planned high-level strategy
 - Differentiation strategy: corporations + wcdma
- The following strategic objectives were set
 - Being the first one and the technological leader in wcdma technology
 - Having large amount of corporate users
 - Constant investment in R&D
- Revisions, why?
 - wcdma technology was more expensive that we thought so we had to cut back research in the end in order to get some more profit



Thoughts

- Why we were successful / why we were not successful?
 1. WCDMA access networks were way more expensive to build from the scratch than we thought
 2. We thought that it takes longer time to develop wcdma network
- Which mistakes were made, why?
 1. We didn't take enough profit from the initial gsm/gprs technology
 2. ..



Expectations and Lessons Learnt

- We expected from the business game
 1. ... to be more realistic...
- We learnt from the business game
 1. Things are more complicated than we think..
 2. make use of the existing technology
- The following was missing from the business game
 1. Different pricing scheme for wcdma
 2. Five more seasons