



Team 4



# Strategy

- Planned high-level strategy
  - Mainstream and corporate provider
- The following strategic objectives were set
  - 1<sup>st</sup>/2<sup>nd</sup> in market share in all categories
- Revisions, why?
  - Corporate strategy failed in the beginning due to cost confusion



# Thoughts

- Why we were successful / why we were not successful?
  1. Changing strategy
  2. Healthy economy
  3. Drastic decisions/transformational change
- Which mistakes were made, why?
  1. Edge
  2. Neglect of corporate customers in the beginning
  3. Dropping marketing efforts of voice too much when marketing data



# Expectations and Lessons Learnt

- We expected from the business game
  1. Practical experience of the mobile market
  2. A fun day
  
- We learnt from the business game
  1. Where revenues and costs occur in a company
  2. Resource allocation
  3. Importance of keeping to the strategy
  
- The following was missing from the business game
  1. Customer churn
  2. Graphical representation of figures
  - 3.