



Team 2



# Strategy

- Planned high-level strategy
  - Differentiation Strategy.
- The following strategic objectives were set
  - To be the number one data service provider.
  - To have good quality networks.
- Revisions, why?



# Thoughts

- Why we were successful / why we were not successful?
  1. Investment in network infrastructure.
  2. Research focused on WCDMA and after on WLAN.
  
- Which mistakes were made, why?
  1. Not to invest enough in Corporate customer acquisition.
  2. To invest too late in PS infrastructure.
  3. Too much marketing focused on voice.



# Expectations and Lessons Learnt

- We expected from the business game
  1. To get an idea how is a mobile operator managed.
- We learnt from the business game
  1. To take decisions in a changing environment.
- The following was missing from the business game
  1. Clear explanations why the things happen. How the decisions affect the results.