



Team 2



Strategy

- Planned high-level strategy
 - Cost leadership
- The following strategic objectives were set
 - Concentrating on voice traffic in the beginning, investing on services and later on 3G
- Revisions, why?
 - Same strategy all the time



Thoughts

- Why we were successful / why we were not successful?
 1. Good profitability
 2. No too early investments to 3G
- Which mistakes were made, why?
 1. Too little marketing in the beginning
 2. We run out of capacity (GPRS)



Expectations and Lessons Learnt

- We expected from the business game
 1. To understand operator business
 2. To WIN! 😊
 3. To be fun
- We learnt from the business game
 1. Profitability goes a long way
 2. Operator business is complicated
 3. Difficult to predict the future
- The following was missing from the business game
 1. More information about the business environment