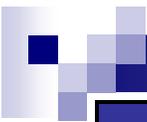
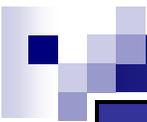


Team 2



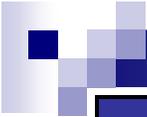
Strategy

- Planned high-level strategy
 - ...Emphasis on data services and applications
 - Staying competitive in voice/messaging
- The following strategic objectives were set
 - ...Differentiation (data/apps)
- Revisions, why?
 - ...Not really



Thoughts

- Why we were successful / why we were not successful?
 1. ...in the beginning competitive in voice/sms
 2. ..able to invest in data networks
 3. .revenues from data (100% of WLAN customers)
- Which mistakes were made, why?
 1. ...A bit too cautious strategy
 2. ..We did not invest sufficiently on marketing data on season 3
 3. .



Expectations and Lessons Learnt

- We expected from the business game
 1. ...We did not know what to expect, really.
 2. ..
 3. .
- We learnt from the business game
 1. ...Teamwork skills
 2. ..
 3. .
- The following was missing from the business game
 1. ...Separation between 3G and GPRS usage/revenue
 2. ..Handset subsidization
 3. .