



Team 3



# Strategy

- Planned high-level strategy
  - Goal was to gain high profits!
- The following strategic objectives were set
  - Data services (GPRS and EDGE) and prepaid
  - Keeping costs down
- Revisions, why?
  - Abandoned prepaid because it sucked



# Thoughts

- Why we were successful / why we were not successful?
  1. We managed to keep our data network up to date
  2. We had good market shares for both pre- and postpaid subscriptions through all seasons
  3. We didn't succeed on corporate subscriptions
- Which mistakes were made, why?
  1. We spent too much money on marketing at the beginning
  2. We took more loan and didn't need it after all



# Expectations and Lessons Learnt

- We expected from the business game
  1. To give some perspective on how operators make decisions
  2. .
- We learnt from the business game
  1. To react to competitors moves
  2. .
- The following was missing from the business game
  1. ...
  2. ..
  3. .