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?
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.