Team 3
Strategy

- Planned high-level strategy
  - Low cost strategy -> 1 season
  - Low cost, differentiation strategy -> 2&3 seasons
  - Low cost, focus strategy -> 4&5 seasons

- The following strategic objectives were set
  - Entering the market
  - Expand the market share
  - Focus specific group based on the stable customers

- Revisions, why?
Thoughts

Why we were successful / why we were not successful?
1. Personal interested in this business game
2. Teamwork cooperation skill

Which mistakes were made, why?
1. Misunderstood the player instruction (season 0 ? Season 1?)
2. Unrealistic of assumption
3. Liability???
Expectations and Lessons Learnt

- We expected from the business game
  1. Make profit
  2. Realistic business ideas
  3. International group

- We learnt from the business game
  1. Teamwork skills
  2. Communication skills
  3. Understanding of the mobile communications businesses

- The following was missing from the business game
  1. Lack of local knowledge
  2. Lack of database
  3. Lack of experience