Team 1
Strategy

- Planned high-level strategy
  - Differentiation
    - Corporations
    - Data services
- The following strategic objectives were set
  - To be #1 on the corporate sector
- Revisions, why?
  - R&D strategy revised
Thoughts

- Why we were successful / why we were not successful?
  1. Too heavy R&D investments
  2. Revision of pricing strategy
  3. Strong position in corporate sector

- Which mistakes were made, why?
  1. Too cheap WLAN pricing on season 2
  2. Too high voice prices at the beginning
  3. Futile investment in WCDMA
Expectations and Lessons Learnt

- We expected from the business game
  1. Idea of operator business in practice
  2. Fun

- We learnt from the business game
  1. Relationships between services – big picture
  2. Marketing expenses are significant

- The following was missing from the business game
  1. Bug fixes
  2. Too few rounds! 😊