Team 2
Strategy

- Planned high-level strategy
  - Cost leadership
- The following strategic objectives were set
  - Concentrating on voice traffic in the beginning, investing on services and later on 3G
- Revisions, why?
  - Same strategy all the time
Thoughts

- Why we were successful / why we were not successful?
  1. Good profitability
  2. No too early investments to 3G

- Which mistakes were made, why?
  1. Too little marketing in the begining
  2. We run out of capacity (GPRS)
We expected from the business game
1. To understand operator business
2. To WIN! 😊
3. To be fun

We learnt from the business game
1. Profitability goes a long way
2. Operator business is complicated
3. Difficult to predict the future

The following was missing from the business game
1. More information about the business environment