Team 2
Planned high-level strategy
- Emphasis on data services and applications
- Staying competitive in voice/messaging

The following strategic objectives were set
- Differentiation (data/apps)

Revisions, why?
- Not really
Thoughts

- Why we were successful / why we were not successful?
  1. ...in the beginning competitive in voice/sms
  2. ..able to invest in data networks
  3. .revenues from data (100% of WLAN customers)

- Which mistakes were made, why?
  1. ...A bit too cautious strategy
  2. ..We did not invest sufficiently on marketing data on season 3
  3. .
Expectations and Lessons Learnt

- We expected from the business game
  1. ...We did not know what to expect, really.
  2. ...
  3. ...

- We learnt from the business game
  1. ...Teamwork skills
  2. ...
  3. ...

- The following was missing from the business game
  1. ...Separation between 3G and GPRS usage/revenue
  2. ...Handset subsidization
  3. ...