Team 3
Strategy

- Planned high-level strategy
  - Goal was to gain high profits!
- The following strategic objectives were set
  - Data services (GPRS and EDGE) and prepaid
  - Keeping costs down
- Revisions, why?
  - Abandoned prepaid because it sucked
Thoughts

Why we were successful / why we were not successful?
1. We managed to keep our data network up to date
2. We had good market shares for both pre- and postpaid subscriptions through all seasons
3. We didn’t succeed on corporate subscriptions

Which mistakes were made, why?
1. We spent too much money on marketing at the beginning
2. We took more loan and didn’t need it after all
Expectations and Lessons Learnt

- We expected from the business game
  1. To give some perspective on how operators make decisions
  2. 

- We learnt from the business game
  1. To react to competitors moves
  2. 

- The following was missing from the business game
  1. ...
  2. ..
  3. .