Team 4
Planned high-level strategy
- Mainstream and corporate provider

The following strategic objectives were set
- 1\textsuperscript{st}/2\textsuperscript{nd} in market share in all categories

Revisions, why?
- Corporate strategy failed in the beginning due to cost confusion
Why we were successful / why we were not successful?
1. Changing strategy
2. Healthy economy
3. Drastic decisions/transformational change

Which mistakes were made, why?
1. Edge
2. Neglection of corporate customers in the beginning
3. Dropping marketing efforts of voice too much when marketing data
Expectations and Lessons Learnt

- We expected from the business game
  1. Practical experience of the mobile market
  2. A fun day

- We learnt from the business game
  1. Where revenues and costs occur in a company
  2. Resource allocation
  3. Importance of keeping to the strategy

- The following was missing from the business game
  1. Customer churn
  2. Graphical representation of figures
  3.