



P01 Mobile Strategies

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Form three teams and work on one of the following three exercises:

1. You have seen that Microsoft's market share is below 5%. Suppose you are a Microsoft manager: What should MS do to increase their market share? Propose three solutions, one short-term, one mid-term and one long-term.
2. A major problem with current mobile devices is the display vs. mobility dilemma. It is nice to have large mobile screen. However, a large mobile screen makes a device less mobile. Suppose you are the manager of a large IT company producing mobile devices and need to budget your F&E. Think about (or search for) 3 new ways to overcome this problem that are worth to be financed. What solutions could become possible in the long run?
3. Battery capacity did not improve much over the last years. It can be assumed that this will also be the case for the next years. Suppose you are the manager of a large IT company producing mobile devices and need to budget your F&E. Think about 3 new ways to reduce this problem that are worth to be financed.

Present your ideas to the class in a 5-minute presentation.