

“Returning of Nokia to the global market of the mobile industry”



Introduction



What do we know about its situation?

- Cooperation between Nokia and Microsoft
-August 12, 2009
- In 2011 ,77.3 million mobile phones sold.
- In 2010 ,100.3 million such devices sold.
- In 2011, 3,500 jobs were cut, including the closure of a plant in Romania. By the end of 2012 10,000 employees were laid off.
- Nokia is slow to respond to other companies, such as Samsung, Apple.

What can we say about the company's
inner and outer structure?

Five Force model

PESTEL analysis

- **POLITICAL:**
- -Finland is refused to give any financial support
- -Lack of government support
- -Absence of political authority
- -To understand and view rules and sides that are established in India;
- **ECONOMICAL:**
- - Economical commotions in Europa
- - Zooming Chinese trade;
- -The lack of financial resources
- -Hasn't any opportunities for doing investigation and development
- -Deficiency of financial resource;
- **SOCIAL/CULTURAL:**
- -Assimilation of devices
- -Whatsapp or Instagram, operating system as IOS and Android;
- -Apple;

PESTEL analysis

- **Technological factors:**
 - - Competitors with the latest mobile phones
 - - Update the nature of their devices
 - -In 2013, Nokia with Microsoft- original applications in its advanced cameras.
- **Environmental factors:**
 - - Corporate social responsibility and convenient products
 - - Advanced cells use lithium batteries
- **Legal factors:**
 - - They outsource their products.
 - - An emergency plan.
 - - The correct rights to copy its desings

Solution

Marketing

- Modeling the future, and in the framework of new marketing technologies
- Generate a new idea and create a new, unique market

Solution

- 1) Reduced fragmentation and overall workload
- 2) Encouraging engineers and developers to implement their ideas
- 3) The involvement of third-party companies
- 4) Focus on customers interests