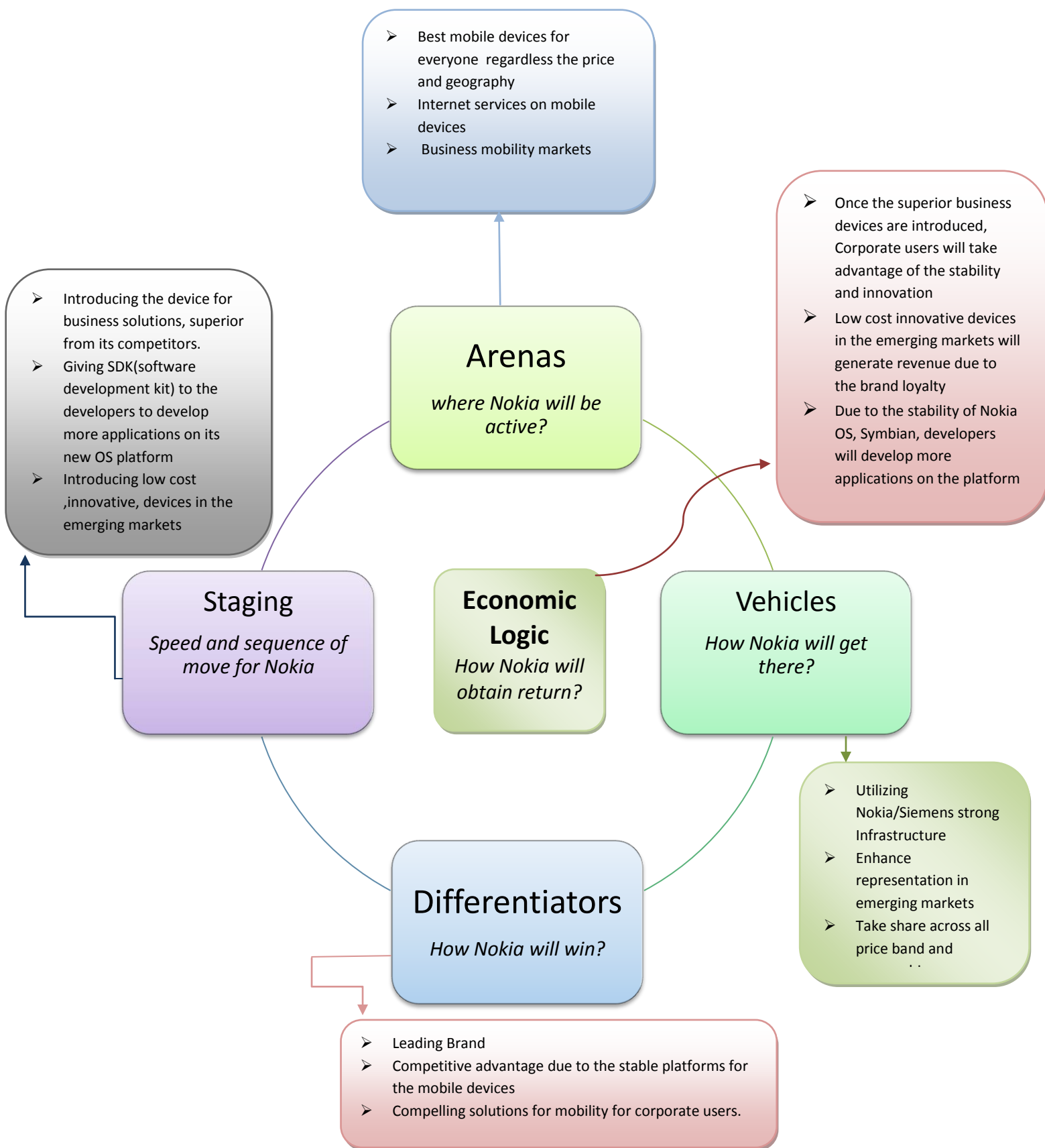


# Nokia: Business Strategy



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Nokia, once a world leader in wireless telecommunications, has lost nearly 39% of its market share to its competitors and in some instances to no name companies. In 80s and 90s Nokia expanded through the acquisition of many other companies with various technologies.

Due to this rapid expansion, Nokia lost focus of its ingenuity in wireless communications.

However Nokia reorganized by selling most of its businesses which were not performing well and directed its focus once again to its wireless technologies. Acquisition of Sega in 2003 and then merger with Siemens AB in 2006 put Nokia once again in a place where it could compete its rivals.

RIM's blackberry and Apple's iPhone are the major rivals and have a large market share from business users and consumers.

According to Nokia's business strategy; the winning strategy is based upon the following factors.

- I. Best mobile devices regardless the price and geographical location
- II. Provide extensive internet solutions on mobile devices
- III. Enter into the markets by providing business mobility solutions to the corporate users

Analysis:

I believe that Nokia's strategy is a winning strategy for the following reasons

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- I. Business solutions: Innovative Business mobility solutions will attract the corporate users, since Nokia devices are based upon a very stable platform, and Nokia has a very long history of producing stable devices. Nokia-Siemens merger has already been successful with the introduction of N97 (latest Nokia phone for corporate users).
- II. Symbian OS: Symbian OS is the operating system used by nearly 46.7% of the mobile device platforms. With the introduction of Symbian 10, which is the OS owned and used by Nokia , a good SDK(software development kit) with good support will attract software developers to develop applications for the new Nokia devices e.g. New Nokia N97 is much more advanced in features and reliability from its rival's Blackberry and iPhone.
- III. Internet services: Internet services provided on all Nokia devices will draw a large customer base to Nokia. Mostly high end devices have internet services, but Nokia's promise to deliver these services to its all devices will attract a large user base, especially in the emerging markets of the world.

Though it will not be easy for Nokia to take a large market share in a short time, but working on this strategy and taking full advantage of the differentiators, Nokia will have success.