**MGT301 Assignment # 1 Fall 2021**

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**Requirements:**

**Question 1:** Which one of the below marketing philosophies do you think Nokia was previously following? Please give two reasons.

a) Production Concept.

b) Selling Concept.

c) Marketing Concept.

d) Societal Marketing Concept.

**Answer:**

The famous mobile manufacturing company ‘Nokia’ was previously following the “***production concept strategy***” or “***production orientation model***.”

**Production Concept:**

“*The idea that consumers or customers will favor products that are available and highly affordable for them.*”

**Reasons:**

1. The other phone brands such as Samsung, Motorola, Huawei were releasing their phones with new and latest operating system “Android” in the market. Nokia did not change their technology to “Android” operating system and made their own operating system called “X OS” which was again not accepted by customers because people are now more comfortable by using the “Android”.
2. Nokia was previously focusing more on their production as compared to societal marketing concept and customer requirements, that’s why Nokia lost competition in mobile phone industry market. Nokia was focused more on phone quality and production without knowing the customer needs.

**Question 2:** Which one of the below marketing philosophies do you think Nokia is currently using to regain its market position? Justify your answer with any “3” logical arguments.

a) Production Concept.

b) Selling Concept.

c) Marketing Concept.

d) Societal Marketing Concept.

**Answer:**

In my point of view, Nokia has now realized that from more than a decade they were in the wrong direction to not considered the consumer needs. Now Nokia is using “***Societal Marketing Concept***” to retain his value in the market. From the past couple of years, Nokia started to launch their smartphones with new and latest version of “Android” operating system, which is very good decision by Nokia. Nokia has accepted their past mistakes and has been revolving again to regain its market position as were in the past (before touch screen phones).

**Societal Marketing Concept:**

“*Idea that a company should make good marketing decisions by considering consumers wants, requirements and society’s long-term interests*”.

**Nokia to regain its Market Position:**

1. Nokia should now focus more on Societal Marketing Strategy to capture the mobile market again. By considering the consumer needs and using the latest technology of smartphones Nokia can regain its market position and value.
2. By using Societal Marketing Concept, Nokia can now accept the revolution of different smartphone brands, after research and development Nokia analyze the best category phones and can try to manufacture smartphones with better specifications.
3. By using Societal Marketing Concept, Nokia can now design and manufactures their smartphones in market more budget friendly as compared to the other smartphone brands.