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# Introduction

NOKIA Classroom environment is a learning platform for schools and universities and aims to deliver education simpler in creating, distributing and grading assignments in an entirely electronic format which leads to a paperless environment. This will be introduced to the public on 1st January 2021. NOKIA has developed a lot of features in NOKIA’s Apps Marketplace for education sectors to avail this service with no cost if the education sector is a non-profit organization.

NOKIA Classroom includes plenty of Free Apps that enables educators to quickly create and organize assignments, efficient ways to provide students feedback, and made communication easy to collaborate with students and classes from **anywhere, anytime, and any device** (smart devices).

With Classroom, educators are also able to:

**Create and collect assignments:** NOKIA designed to provide education to their target audience by introducing Apps such as NOKIA Docs, Drive and NOKmail to help teachers create and collect assignments paperless and to see who has or hasn’t completed the work, and provide direct, real-time feedback to individual students.

**Improve class communications:** Teachers are provided with real-time announcements to ask questions and comment with students to improve communication on and off the premises.

**Stay organized:** Easy access to files and folders made it easy to access student work from anywhere, anytime, and any smart device. The files and folders are created automatically for each assignment so as not to lose students' classwork. Students have a closer look to see what is due to the accomplishment of each assignment.

NOKIA’s Classroom ties many of NOKIA’s products together to help educational institutions transition to a paperless education system where it leads to eco-friendly apps to help Go Green.

The reason behind why NOKIA has introduced the NOKIA classroom are as follows;

Targeting the education sector as a market will enable NOKIA to regain and overcome the inadequacy. Education is the wealth of a country. Providing better tools and apps to education sectors will fulfil the need in terms of delivering quality education to students to cherish in their career. This concept lets students and teachers start using the product heavily and it will help to enhance the sales and goodwill of NOKIA to this market indefinitely.

# Question 1: Executive Summary

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This marketing plan is developed for Nokia Corporation. Nokia is a multinational company and this marketing plan covers various important topics that are significant to handle the marketing challenges posed by internal and the external environment.

It discusses Nokia’s brand overview, competition overview, target market, various segmentation strategies, SWOT analysis, Product and its growth, Place determination, Price comparison and Promotional techniques in detail.

In the part of various segmentation strategies, targeting and positioning are described. Marketing models sections described the generic strategies, competitive strategies and other key matters like branding. Marketing elements like - product, place, price, promotions also explained in particular. Conclusion and recommendations are also provided in the marketing plan, which includes the keys to success as indicators.

# Question 2: Brand Overview:

**The current status of the brand and the historical background:**

Nokia is currently owned by a new company called HMD. Nokia returns to the market after Microsoft has sold the brand to HMD, formed by former Nokia employees in Finland.

The new management of Nokia intends to start development of future Nokia-branded smart devices (hardware) especially for education sectors which run its newly innovated operating system called **NOK-OS**. The NOK-OS is well designed to defend against evolving and sophisticating threats and to protect their customer privacy and sensitive information.

Nokia is a multinational company and it was founded on 12 May 1865 as a single paper mill operation. Through the 19th century, the company expanded, branching into several different products. In 1967, the Nokia corporation was formed. In the late 20th century, the company took advantage of the increasing popularity of computer and mobile phones. However, increased competition and other market forces caused changes in Nokia's business arrangements. In 2011, Nokia's mobile phone business was sold to Microsoft. From 2011 until 2016, the Nokia corporation was owned and operated by Microsoft.

Nokia’s newly innovated product is currently at the first stage which is the Market Development in the product life-cycle. Nokia believes that this product will prosper in the market by striving their competitors. They tend to provide seamless support to education sectors to overcome their daily challenges by delivering quality education in leveraging students' learning and teaching.

This product of Nokia is going to be the game-changer in the long term to regain its name and reputation that were being lost over a decade.

# Question 3: Competition Overview:

A competitive analysis is a critical part of a company’s marketing plan. With this evaluation, NOKIA has established what makes Nokia’s product and service unique and therefore, what attributes Nokia will play in order to attract their target market.

In order to establish a marketing strategic plan, Nokia has come up with the following questions;

1. Who are our competitors and what products or services do they sell?

When finding the current competitors, Nokia found Google and Microsoft lead the market in education sectors by providing Google classroom and Microsoft in Education.

1. What is each competitor's market share?

The market share for both the competitors was found as active and growing together and needed better marketing strategies and tools that needed to be introduced to overcome this situation.

1. What are their past strategies?

Both the competitors have used cloud services seamlessly to provide better classroom solutions to their customers in the past and it was used as their past strategies.

1. What are their current strategies?

They have introduced new smart devices to the schools and universities to use on those cloud platforms as new strategies. However, the devices require high bandwidth in order to work smoothly. It drives the education sectors to invest and acquire high bandwidth from Internet service providers and indirectly made them pay five times more than the current package of ISP.

1. What type of media is used to market their products or services?

The social media and current customers (schools and universities) were requested to provide their experience and feedback on both the products to new customers and they have used this strategy to market their products.

1. What are each competitor's strengths and weaknesses?

Strength of Microsoft is the overall market was being grabbed over the years and the Microsoft in Education can be run offline without the connection of the internet. Weakness found as the cost of the license.

Strength of Google was found as a free tool for all their customers. Non-profit organizations are being given Google G Suite and classroom as a free tool forever. The weakness found that it is not able to operate if the internet is not available. The Google classroom does not have the offline service as Microsoft has developed.

1. What potential threats do our competitors pose?

The products which have been given to their customers are satisfied with the functionalities of the product though it is not designed to protect from sophisticated threats which are rapidly evolving at the present.

1. What potential opportunities do they make available for us?

Providing threats free environment, free tools, offline facilities and by increasing sales force to support.

Secondly, in order to increase sales on NOKIA’s classroom platform, NOKIA has introduced a smart device with a lesser cost compared to competitor products out there in the market. In addition, to support parents who are having kids more than one, NOKIA provides “**buy one get one free offer”**. Furthermore, parents have got great features and controls like protecting their kid’s internet behaviors (Parenting) while registering and purchasing the devices.

The value marked on a device is worth investing for parents as they have to invest for a device to get two devices at a lesser cost than investing for a competitor device. The product is designed to leverage student learning efficiently and effectively. Hence, this approach will strengthen NOKIA’s signature to be highlighted once again in the market against the competitors as a newcomer by delivering quality service to education sectors whilst supporting pupils' education in and out.

After conducting several types of research Nokia determined that the functionality of both the competitor products have unbeatable and remarkable customer satisfaction though it is vulnerable to emerging attacks. Attacks and data breaches are crucial to company’s sustainability. In order to beat their competitor’s weaknesses, Nokia’s has taken that challenge built into its new product prior to release to the public. As the product is capable to compete the competitors in terms of functionality as it is designed with security in mind where there are no data breaches or any kind of attack that can take place at any point of time.

Having a product which is good only in functionality is better than to have a product which has the same level of functionality (or better) along with a proven security posture. As it is stated by Nokia previously, the NOK-OS (risk-free OS) has been developed and well designed to defend against current and future sophisticated threats.

Nokia believes that this feature can overcome the current competitor’s maturity level in the market and Nokia will lead this market forever.

# Question 4: Target Market:

Whilst companies do marketing it needs careful sampling to adequately profile target markets. In order to find the right market, Nokia has gone through the process of segmenting. Nokia was able to segment their market rightly at this time and they are as follows;

According to the research done by Nokia, they plan to market the product to young to adult students. Therefore, the product can be sold to students from the age of six until they graduate. And they have segmented the product based on their age limitations (Product 1 through Product 4).

The reason for targeting the young kids to market this product is to have a long term relationship with their customers and serve them to maintain the survivability of the product without losing them because they are growing with the product. Nokia believes that this product is going to be there in the market forever. Once Nokia enters the market and when the kids turn themselves to use Nokia’s education tools and products it will let Nokia regain their values into this market in a little period of time.

Since this product has been designed for kids to youngsters the product is having built-in games that can leverage students learning those who love to play games and those who are weak in math and English. Playing those games will support students learning to foster and improve mathematical calculations and to improve a language like English without any additional effort. The outcome of this plan will let the students succeed in their weak subjects.

Another reason behind targeting kids as nowadays kids love learning using smart devices than the traditional way of learning. This is going to be a remarkable change for Nokia as they have chosen the correct target market as **students** as their **target market** “Product and students will grow together” where Nokia’s market will grow exponentially.

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# Question 5: Segmentation – Demographics, Behavior, Psychographic:

The segmentation has been determined in this study based on three areas; and they are Demographics, Behavior and Psychographic. Prior to targeting the correct market, the deep study of the segmentation is a vital requirement. In order to successfully reach the consumer and their interests, needs and the benefits of availing Nokia’s product, Nokia needs to study and contribute a high level of support based on segmentations found in its market studies.

* **Based on demographic variables:**

Nokia has divided the market on demographic variables such as age, family size, education and generation as to align with consumer needs and wants. That has made Nokia easy to measure the customers in order to provide the real need to supplement their requirements and to estimate the size of the market and the media that Nokia needs to use to reach it efficiently.

Here’s how Nokia has used certain demographic variables to segment the markets.

**Age and Life-Cycle stage:** The design of the product has been divided into four major categories based on the age limit as per the usage of the children. Product 1 is for the age from six to 10, Product 2 is designed for the age from eleven to thirteen and Product 3 is designed for the age from fourteen to seventeen. For university students (Product 4), they have designed a product which is for the heavy usage in graphics and multimedia.

**Life stage:** Students in the same age can differ from each other in their life stage. According to their interest, the students are not restricted to avail the devices for their age limits.

**Generation:** Nokia has designed the product to grow with their customer culture, political, and based on their economical experiences in order to survive in the market. They also try to develop products and services that uniquely meet the particular interests or needs of a generational target.

**Computer Games:** Computer games are also introduced into this product where students have the opportunity to improve their mathematical abilities and English language playing those games.

* **Based on Psychographic variables, Nokia found their product to be presented in the market such as;**

**Achievers:** Basically, students are the achievers in this overall operation. In order to achieve its goals, this product has been determined and found to be manufactured based on the achiever’s interest.

**Experiencers:** Primarily the product is going to be used by students. Therefore, in the designing phase, the **experiencers** term was highly concerned prior to determining the segmentation phase.

* **Based on behavioral variables;**

**Needs and benefits:** Nokia found the need and benefits of the educator sector as the primary pillars while targeting their market. In order to provide and fill the gaps in education systems the need and benefits required to be identified.

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# Question 6: SWOT – on brand:

SWOT analysis is a tool to evaluate a company’s strengths, weaknesses, opportunities, and threats. It’s a good tool to monitor the marketing environment. In this study, I have chosen to produce a SWOT analysis based on brand NOKIA.

Nokia has performed a SWOT analysis that helps Nokia to understand the internal and external factors that can make or break Nokia’s success toward Nokia’s marketing goal. While establishing this approach Nokia has divided the SWOT analysis tool into two parts. They are;

* External Environment Analysis: Opportunities and Threats
* Internal Environment Analysis: Strengths and Weaknesses

Let’s dive into the SWOT analysis of Nokia. If Nokia wants to hit the goal of 50,000 marketing-qualified leads by December 31, 2021, the determined areas in the SWOT Analysis they found are like this;

In Nokia, what are our **strengths**? and they are listed as follows;

* To make our market goals achieved, what resources do we have currently?
* To help us reach the marketing goal, what tools do we have available?
* What are our unique differentiators and how it will help us?
* What resources (people + time) we have and how it will help us?
* To encourage and leverage the existing audience to reach our goals what techniques are we going to use?

In Nokia, what are our **weaknesses**? and they are listed as follows;

* What improvements could we make?
* What’s not going so well right now?
* What factors may consume time away from the work we’d do to make the goal a reality?
* What tech limitations may prevent us from achieving the goal?

In Nokia, what are our **opportunities**? and they are listed as follows;

* What product and its content that isn’t in our competition publishing?
* What kind of product isn’t our competition sharing?
* What new trends could we capitalize on?
* What could we do to get better results?

In Nokia, what are our **threats**? and they are listed as follows;

* What market conditions (or audience sentiment) may prevent us from achieving the marketing goal?
* What are we doing that our competition is also doing?
* What is our competition currently doing better than us?

# Question 7: Product, Place, Price and Promotion:

Despite Nokia having carried out their market research, it is found below suggestions are also required to be carried out specially to enrich and enhance the marketing strategies of Nokia in terms of Product, Place, Price and Promotion. They are as follows;

**7.1 Product: BCG matrix. Also, include packaging plans if any.**

In order to determine the products standing of Nokia, they have decided to use the BCG matrix as a tool. BCG matrix (also referred to as Growth-Share Matrix) is a portfolio planning model which is based on the observation that a company’s business units can be classified into four categories:

* Cash Cows - Low Growth, High Market Share
* Stars - High Growth, High Market Share
* Question Marks - High Growth, Low Market Share
* Dogs - Low Growth, Low Market Share

To identify the BCG Matrix, Nokia has developed the below five steps process. They are;

**Step 1: Choose the product:** to analyze Business Units, separate brands, products or a firm as a unit itself, choosing the correct product is vitally required.

→ *Nokia chooses the product Nokia in the Education sector for analysis.*

**Step 2: Define the market:** an incorrectly defined market can lead to a poor classification of products. So, a correct market study is in need prior to defining the market.

→ *The chosen market is the education sector which includes primarily to leverage students in learning.*

**Step 3: Calculate the relative market share:** it is the percentage of the total market that is being catered to by Nokia, measured either in revenue terms or unit volume terms. The below formula is being used;

**Relative Market Share = Product’s sales this year/Leading rival’s sales this year**

→ *To find out the above output, Nokia used the details of previous year’s sales and leading rival’s sales this year.*

**Step 4: Find out the market growth rate:** to find out the industry growth free online sources can be used. The growth can be calculated by determining the average revenue growth of the leading firms. It is measured in percentage terms. The below formula is being used;

**The market growth rate is usually given by (Product’s sales this year – Product’s sales last year)/Product’s sales last year**

→ *The overall growth rate in the Education sector (as of 2019) = 74.8%*

**Step 5: Draw the circles on a matrix:** having calculated above measures, now Nokia needs to just consider the brands on the matrix.

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→ *the identified matrix needs to be placed now on the BCG matrix table to see where those values represent on the Cash Cows, Stars, Question Marks and Dogs. Based on those indications Nokia will be able to find;*

*→→ quickly and simply screen the opportunities open to Nokia, and helps Nokia to think about how they can make the most of them.*

*→ → identify how corporate cash resources can best be used to maximize Nokia’s future growth and profitability.*

*→→ To allocate resources among different products and make it possible to compare the product portfolio at a glance.*

***Packaging:*** *Packaging can get consumer attraction based on how the product has packed and it is labelled;*

* ***Self-Services:*** *Packaging enables the* ***self-services*** *to the customer, the products are kept in showrooms without any assistance from the retailers. Thus, the company must design its product package in such a way that it is capable enough to draw customer’s attention towards it.*
* ***Customer Influences:*** *Packaging will increase* ***customer influence.***
* ***Brand Recognition:*** *Packaging will help in increasing* ***brand recognition.***
* ***Innovative Packaging:*** *Innovative packaging can give a company a unique design to its product package with the intent to grab customer’s attention.*

*While packaging Nokia’s products, Nokia considers the followings;*

1. *A package which is very attractive (The look of the package will grab customer’s attention).*
2. *It contains the required details and instructions to the end-user.*
3. *The colors chosen for the packaging will put a customer to pick the product.*
4. *Contents are labelled in a way to grab customers' intentions like, “****The best smart device ever launched****”.*
5. *Ensure the packaging is well arranged and wrapped.*
6. *Ensure that all other pieces of equipment like charger, manual and cover are contained in the package.*

**7.2 Place: Choice of retail strategy**

A good retail strategy that offers customers positive shopping experience and unique

value, if properly adapted, is likely to find success in more than one market. Nokia for instance,

Nokia has discovered the education sector as its retail strategy. Targeting education sectors will easily let Nokia enter this market. Every student has to purchase Nokia’s smart devices if all education sectors have decided to utilize Nokia’s new innovation. This will lead Nokia to reach their goals easily as it will increase the buying of Nokia’s devices and in the increase in no. of students holding their product will grow tremendously as it is a need in learning nowadays. The retail strategy of Nokia is to provide offers like buy one get one free to parents.

**7.3 Price: penetrative or skimming or competitive**

In order to be in the market as a game-changer, Nokia needs its pricing to be competitive to the competitors. It can be changed in two ways as Nokia decided on their costing. They are;

1. The pricing strategies of Nokia cannot be led by its competitors as it is lesser compared to Microsoft and Apple (Competitors of Nokia).
2. Buy one Get one offer cannot be followed by their competitors at any point in time. This approach will increase Nokia’s sales initially and will drop its competitor’s sales indefinitely.
3. This approach will definitely make customers buy only Nokia, Nokia and Nokia’s products. No vendor will overcome this approach as Nokia believes.

**7.4 Promotion: pull or push strategy including choice of medium – digital or traditional**

According to Nokia’s promotion’s strategy, they planned to push the promotions of their product by giving a lot of offers to its customers and grab their customer intentions by pushing these offers.

In order to reach their customers, they planned to advertise digitally using all social media channels. This can be achieved easily, by advertising their promotions through Facebook, Twitter, YouTube channel and Instagram channels. To increase the awareness of Nokia’s new innovations to its customers, Nokia decided to post advertisements in its social media platforms every one hour. For customers, those who have subscribed with Nokia’s social media channels are eligible to get a device-free subscription for which they purchase a new device. Kids below the age of five are eligible to get a game device free of cost.

Nokia believes that they will become the game-changer in this market by offering those promotions to customers.

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# Question 8: Conclusions and Recommendations:

Since it is a new product that Nokia plans to introduce to the market, it needs more consideration while entering into this education sector.

As we are aware, the product is being already introduced by Google and Microsoft into this market, a new approach is required to lead them Nokia as a competitor. Nokia determines the followings as recommendations;

1. Need to spend adequate time in research to grab the market intention while promoting.
2. Prior planning is a vital requirement to prevent poor performance. So, a strong planning and implementing strategy is worth their preparation.
3. Continuous monitoring and gathering customer complaints and providing solid solutions make this brand stretch to the next level by fulfilling customers satisfaction. Build a strong team to assist customers with quality support.
4. Flexible agreements on the product is another concern. If a device is not functioning well, there should be a replacement device provided to the customer.
5. Introduce more tools to support the students to improve in learning.
6. Introduce more conventional techniques to satisfy educators’ requirements.
7. Timely and when it is required, the releases of security patch to protect the brand and its environment is needed.
8. Consider time reduction during the updates and minimize the time of updating the devices and ensure that the updates are not going to affect the end-user experience. Ensure there are no interruptions to end-users during those updates.
9. Create a blog to support the customers for technical questions.
10. Deliver online purchasing within 4 hours if possible.
11. Do not add huge margins on profit.
12. Conduct exhibitions and provide essential knowledge to customers.
13. Visit schools and universities to further promote the product.
14. Provide a comparison sheet to customers and explain the benefits of being a Nokia customer.
15. Explain current offers and future offers introduced by Nokia, Bahrain.
16. Explain the price variations comparing competitor pricing.
17. Explain the warranty of the product and trade-in or buy-back offers and facilities to customers.
18. Explain what Nokia can give to their loyal customers?
19. Explain Nokia’s vision and mission to the education sector and how it is going to benefit the customers?
20. Explain the offers to parents who have kids more than one, like - Buy one get one free.
21. Explain the quality and durability of Nokia products compared to the competitors.
22. Explain the core features of the NOK-OS that it is not hackable (privacy protected)

The points given above are the recommendations for Nokia to consider while promoting this product into this market.

In order to promote a new or existing product into a market, a good marketing plan needs to be established. A proper market study should have been completed prior to promoting the brand. The study should include the market segmentation, market target, other competitors and their market exposure and their standing point in that market. The market study should be well monitored and considered prior to entering into that market.

# Appendix: Any other information you may provide.

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