

CT&DT-SPSU-"TEAM SCOUT"-#TASK 01

TASK#01-PRODUCT FAILURE ANALYSIS

PRODUCT-"NOKIA LUMIA SERIES"

ABOUT THE PRODUCT-IT IS A SMART PHONE LAUNCHED IN 2011 BY "NOKIA"

FAILURE REASONS:

SR.NO	TIME CONDITION	PARAMETER 01
1	from 2011, nov20 onwards	NOKIA 'S POOR MARKETING: Nokia's umbrella branding strategy was unsuccessful, and the company failed to capitalize on the growth of smart phones.

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CONCLUSION: The Nokia Lumia series failed due to its reliance under development window

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#### PARAMETERE 02

##### LACK OF APP DEVELOPMENT:

The window phone app store was slow to develop, and had very few apps in its first three years.

#### PARAMETERE 03

##### SLOWED PRODUCTION:

Microsoft slow down production of the lumia in 2016 ,and it was speculated that the series would be discontinued by the end of year.

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ws phone os its lacked a strong app ecosystem. Entering the smart phone

#### PARAMETERE 04

##### LATE ENTER TO SMART PHONE MARKET:

Nokia enter the smart phone market too late as Apple and Android had already dominated.

#### PARAMETERE05

##### HARDWARE INCONSISTENCY:

Although praised for its camera, Lumia's hardware and price points were inconsistent, failing to compete with Android devices.

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enters the market late, it couldn't compete with the dominance of Android and iOS.

FINAL STATUES

Unsucessful

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