

Digital Empowerment Pakistan

Finding Gaps In The Processes Of An Organization

Nokia - The Rise And Downfall

Scope Of Research:

Objective: *The research aims to analyze the gaps in the business processes of the organization/brand Nokia.*

Areas to be investigated: *Identifying the current state of the business and studying the gaps carefully while focusing on what the ideal and target state should look like.*

Task: *Finding the gaps and suggesting improvements with a brief report.*

Points to be included: *This should contain visualizations to understand current states, target states, and gaps in between.*

Current State of Nokia

Overview OF The Brand - Nokia

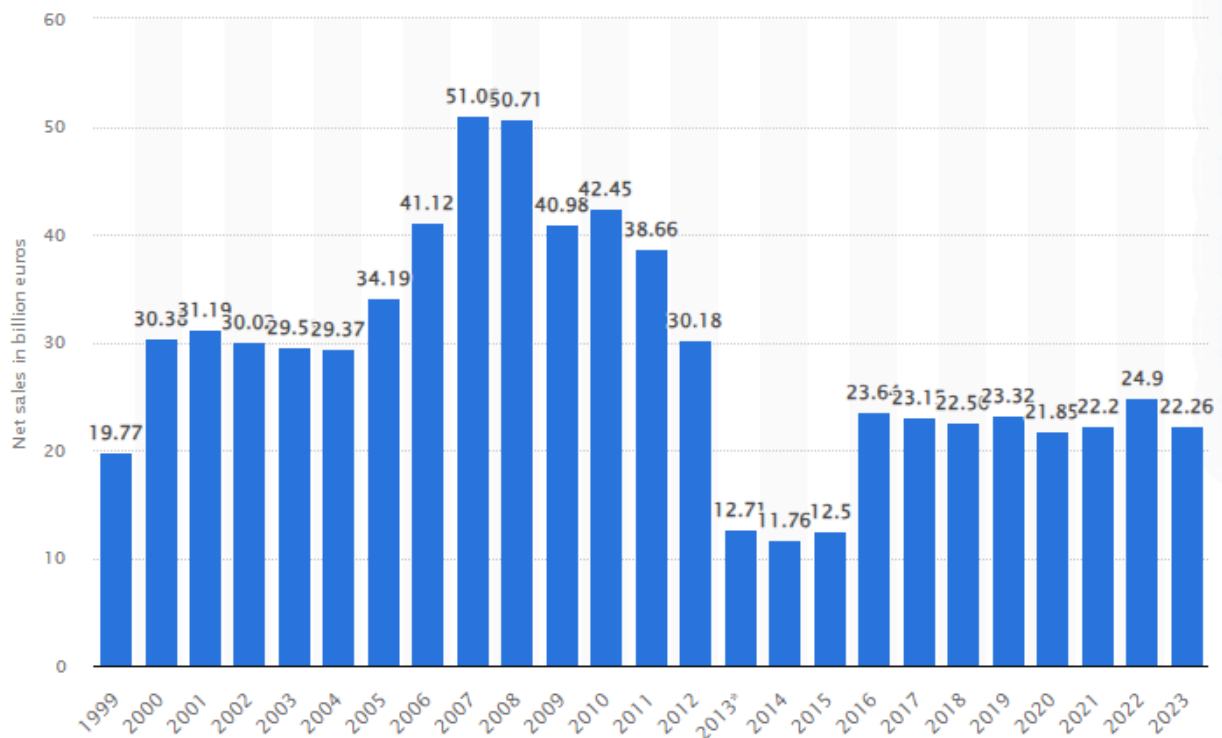
Nokia was a tycoon in the industry of mobile phones from the 1990s to the early 2000s. The company was known for its quality products and affordable trends, creating a substantial market share.

The downfall of Nokia was a result of major business gaps in the issues of its adaptability.

Apple became a tough competitor to Nokia and soon became a sensational revolution in the world of tech which dropped the sales for Nokia. In 2013, Microsoft purchased Nokia.

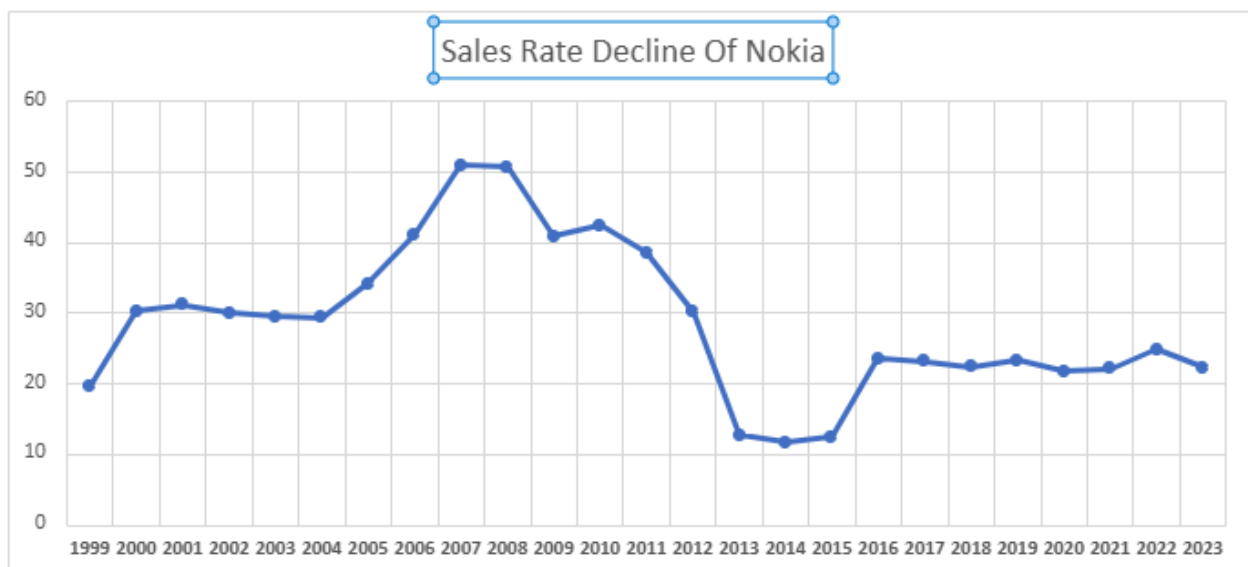
Success Phase Of Nokia

- Nokia was famous for a wide range of devices, creating multiple categories of its users and audience.
- Nokia's focus was entirely on providing quality by targeting a long-lasting battery and hardware approach.
- They targeted vast international distribution.



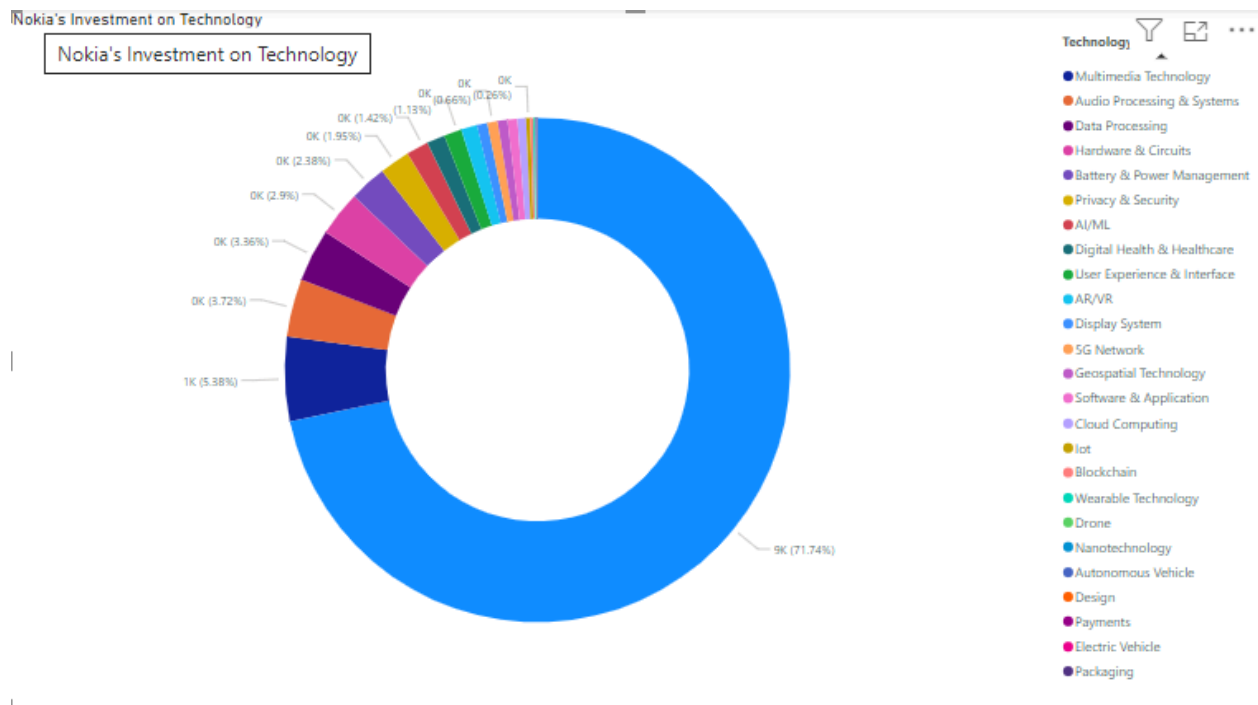
Target State of Nokia

Nokia will need to compete in a market full of new technology. To create something ahead of time or something that can tackle these brands in the market, they need to improve their state with a new strategy and advantage of targeting the weaknesses of these brands.

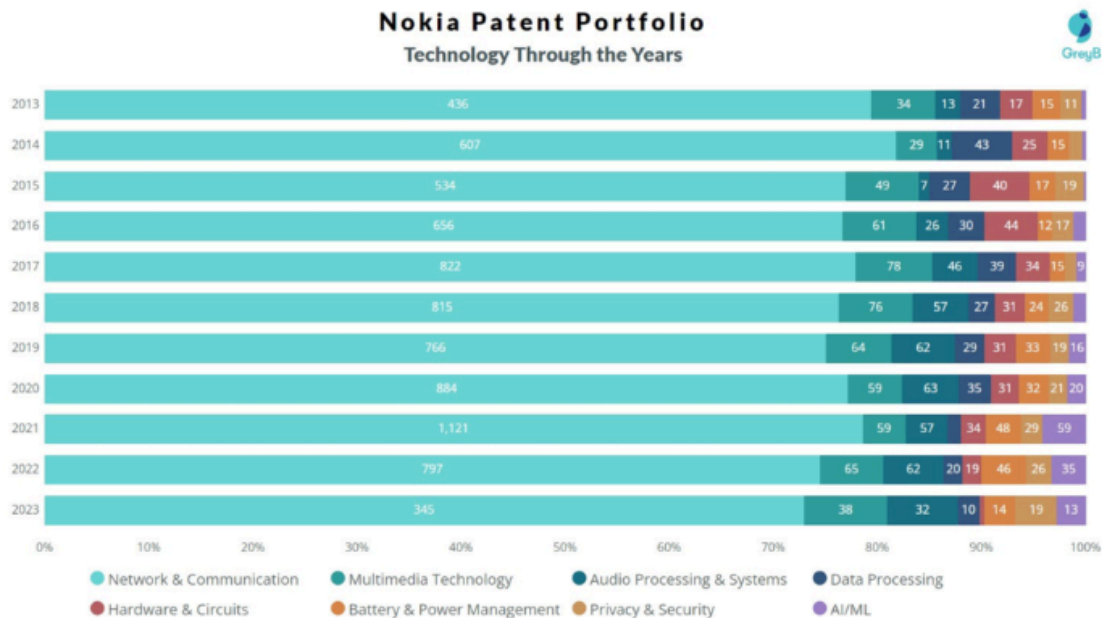


Gaps In Their Business Processes

- Nokia was hesitant to switch to Android because they thought the android isn't the future for mobile phones. Nokia remained stubborn when the whole world was changing to smartphones and this is where Samsung launched its first Android.
- The decline in sales led Nokia to sell itself out to Microsoft which made speculations about its incapability and resulted in disappointment from users.
- Apple used a smart tactic of keep improving and adding new features to their smartphones while Nokia launched series resulting in no different experience.
- Nokia had 70% of shares in the mobile market but they overestimated their brand value.



R&D Focus: How Nokia Research Focus Changed Over the Years?



Improvements To Revive - Nokia

It is impossible to set a comeback for Nokia in this world of technology. But let's assume Nokia has to make its comeback then what must be the improvement points for the organization?

- ☒ The company must create products that meet the state-of-the-art technology in the mobile world.
- ☒ They must work on their features like Android and Apple has assistant features.
- ☒ The company must work on other hardware features like camera quality and handsome designs.
- ☒ Just as how Google for Android and Apple store for Apple are doing excellent jobs. Nokia should upgrade its Operating System and care more about giving a new experience that is a blend of quality and innovation.
- ☒ Nokia is known for its great quality, the company can focus on its biggest strength that other brands like Samsung and Apple are failing to offer.
- ☒ The company should focus on its software and hardware and look to stand side by side with these competitors but what can promise its success, is the lasting quality of battery and phone that other brands do not offer.

- ☒ The company should make variety to its products like Smartwatches and laptops like Apple has done.
- ☒ Android offers a good battery but fails to assist many applications meaning the average quality of Android. Meanwhile, Apple has no focus on its battery life and fragile quality. These points can be a game changer for a brand that offers both.