



# Revive & Thrive: A Case Study on Nokia

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# Company Overview

- Nokia, from paper to global mobile giant since 1865.
- Became a cultural icon, shaped mobile standards for a generation.
- Smartphone era challenges Nokia dominance, prompting strategic reevaluation.
- Nokia's Story: Tradition vs. relentless tech progress..



# WHY NOKIA?



Fierce rivalry, swift progress, and shifting consumer demands define the contemporary smartphone sector.



5G connectivity, augmented reality, and advanced camera capabilities shape the competitive landscape.



Sustainability, user experience, and brand identity are paramount in today's consumer preferences.



Nokia's differentiation hinges on grasping market leaders' strengths and weaknesses for strategic positioning.



Discovering unexplored regions and demographics offers growth prospects for Nokia in the global smartphone market.



# SWOT ANALYSIS

S (Strengths)	W (Weaknesses)	O (Opportunities)	T (Threats)
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- Experience
- Market Share
- Strong Customer Base
- Brand Name
- Vast range of Products

## Phone

- Durability
- Long Batter life

- Less stylish in low priced product
- Heavy products

## Phone

- Low Voice Quality
- Affordability
- Non-Intuitive
- Less User friendly.

- Developing smartphone market
- Appropriate utilization of Microsoft-NOKIA deal.

- Cost effective Chinese counterparts.
- Global Economic Downturn
- Rise of tech giants with better apps and experiences.

# TIMELINE

2006

Nokia holds 60% share in India's mobile market, undisputed lead.

2007

Apple introduces iPhone 3s, setting high standards in the market.

2008

Micromax enters India; Samsung dominates touch screen phones with Omnia.

2009

Android enters Indian market; Samsung's Galaxy series boosts its sales. Nokia's market share crashes to 32.9%.

2011

Nokia Microsoft partnership; delayed product launch .Samsung strengthens its position; LAVA and Spice launch cheaper smartphones.

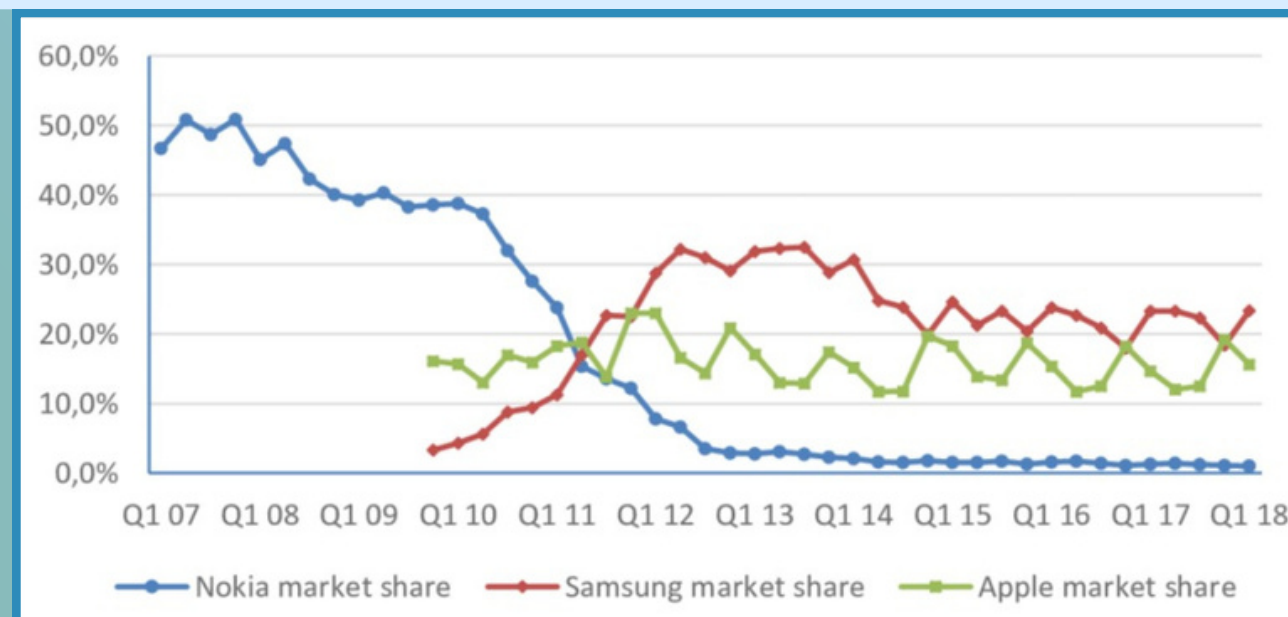
2012

Nokia launches first QWERTY dual SIM device, but dual SIM market peaks.

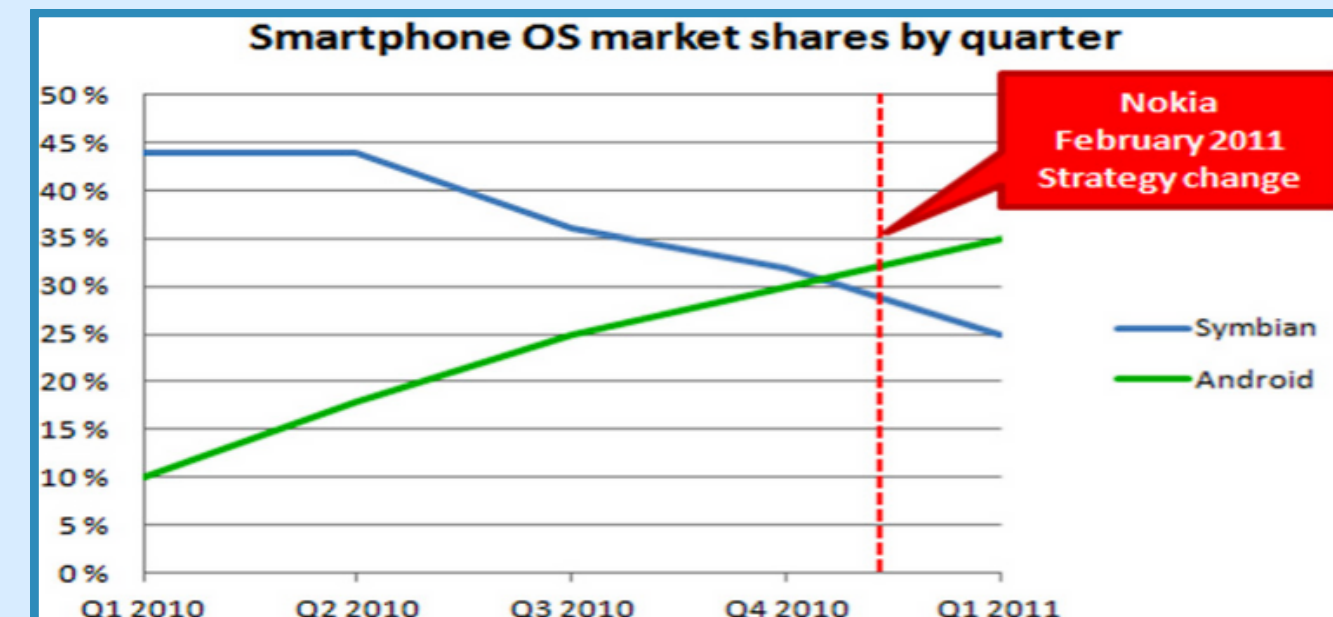
2013

Nokia's market share drops to 7-9%; Lumia launched, but Samsung and Micromax surge ahead.

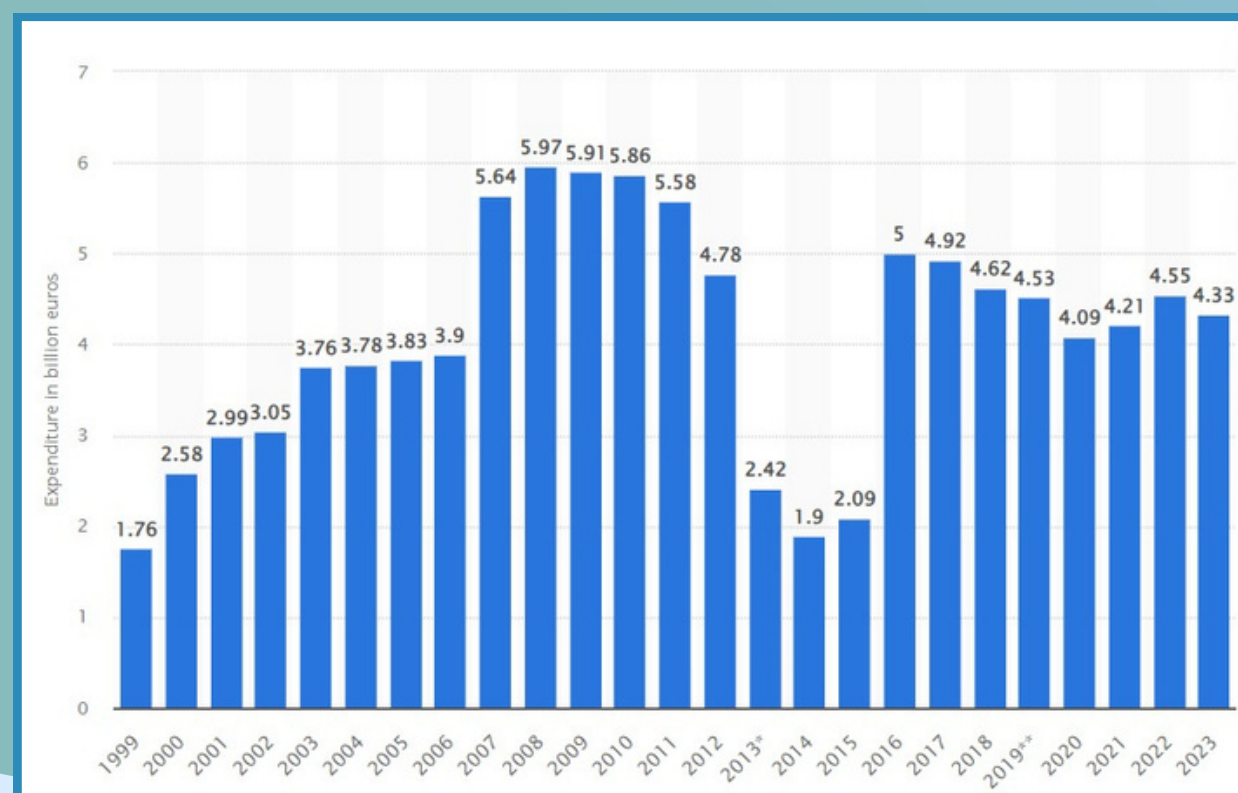




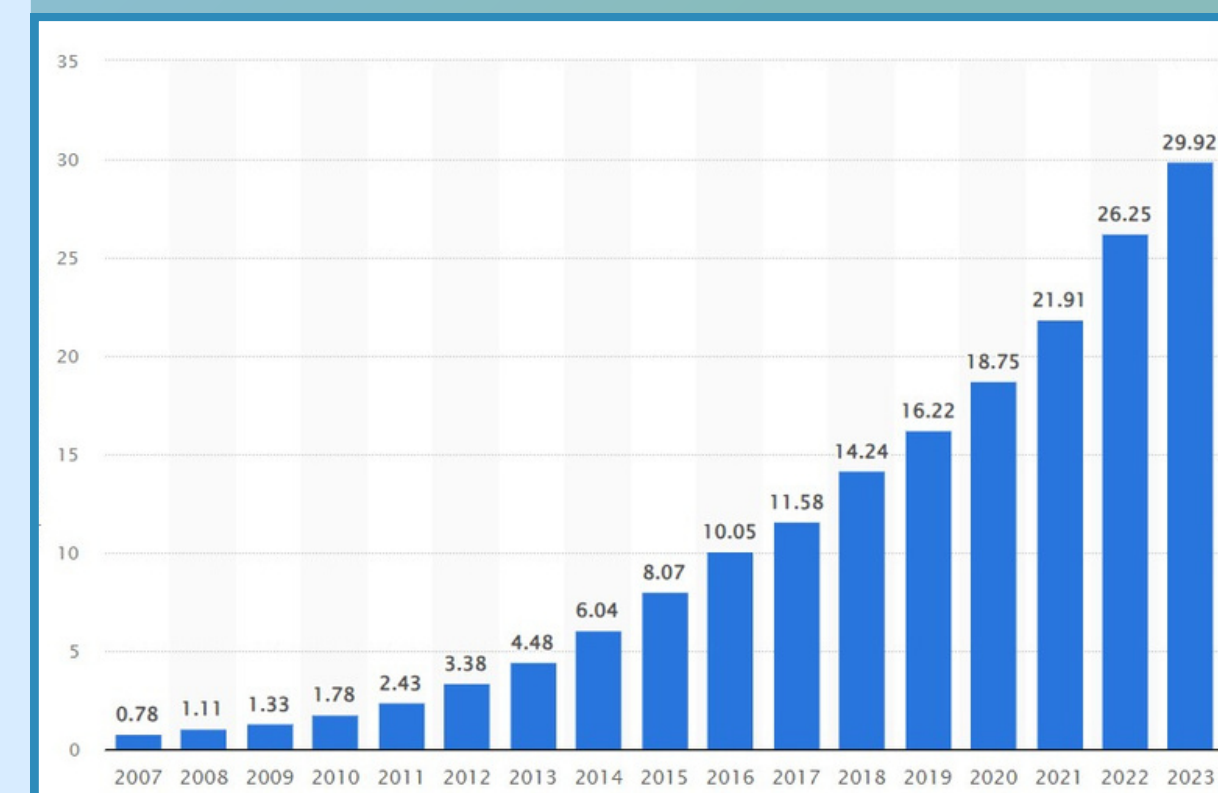
Declination of NOKIA's market share



Android VS Symbian market share



Investment of NOKIA in R&D



Investment of Apple in R&D

# FAILURE ANALYSIS

The Nokia logo is displayed in blue capital letters on a white smartphone screen. The phone has a black bezel and a small notch at the top.

Resistance to Smartphone Evolution

Deal with Microsoft

Failed Marketing Strategies:

Overestimation of Brand Strength:

Lack of Innovation:

Symbian vs. MeeGo OS Dilemma

# Proposed Solution

Upon analysing the current **Indian Market** and the past mistakes done by NOKIA we propose the following revival strategy:

## PHASE 1:

- Embracing the Android operating system to align with market preferences.
- Focusing on the low and medium-range smartphone market to establish a strong and competitive position.
- Reintroducing iconic models like the Nokia Lumia with enhanced features for nostalgia and contemporary appeal.
- Conducting a 360-degree analysis of the market and competitors to inform strategic decisions.
- Will enhance the user experience starting from unboxing by including earphones and the fast charging brick.
- Launching robust marketing campaigns to reinstate the brand's value and reconnect with consumers.
- For better marketing we can collaborate with carriers for prominent store placement and bundled offers.
- Utilize nostalgia-driven campaigns and pop-ups on platforms like Facebook, Instagram, Youtube and Twitter(X)
- Partner with relevant influencers.



# Proposed Solution

## PHASE 2:

- Swiftly transitioning to an new OS compatible with Android and Nokia Lumia models.
- The new OS will be well equipped with all the latest features including the ones with AI and will work smoothly with the NOKIA smartphones.
- Having 24/7 customer support, warranty extensions, frequent and long term security updates and targeted marketing campaigns.
- Innovation Leap, by investing heavily in the R&D department for enhancing the new OS by making changes to the UI specific to make it more intuitive and user-friendly.
- Introduction of new features in accordance with the market trends.

## Impact Analysis:

- **Market Share Gain:** Aiming for a 5% surge in market share within the first six months.
- **Customer Trust Regained:** Measured through customer satisfaction surveys and retention rate.
- **Brand Reinforcement:** Reflected in market perception surveys and positive media coverage.
- **Innovation Leadership:** Evidenced by the new OS's successful launch and market reception.

# Conclusion:

- Nokia's trajectory: Pioneering force in mobile to smartphone era challenges.
- Triumphs and tribulations shaped Nokia's destiny.
- Root causes of decline: Resistance to smartphone evolution, marketing missteps, delayed response to trends.
- The complex interplay of decisions and organizational dynamics in Nokia's failure.
- Factors like Android resistance, Microsoft partnership, and tech lag contributed to the decline.
- Nokia's downfall: A lesson for businesses—strategic adaptability and timely tech adoption are crucial.
- Importance of constant innovation in rapidly evolving markets.
- Lessons from Nokia's decline: Embrace strategic adaptability and customer-centricity.
- Revival journey: Correcting mistakes and embracing a future defined by innovation and agility.
- Nokia's resurgence is a testament to resilience and strategic transformation.

THANK  
YOU

