



Global Marketing Strategy for Mobile Phone Manufacturers :

A Comparative Study of Nokia in Korea and Thailand

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1. Overview of Mobile Phone Industry

- * World Mobile Phone Industry
- * Korea's Mobile Phone Industry
- * Thailand's Mobile Phone Industry

2. Analysis of Nokia

- * Nokia Korea
- * Nokia Thailand

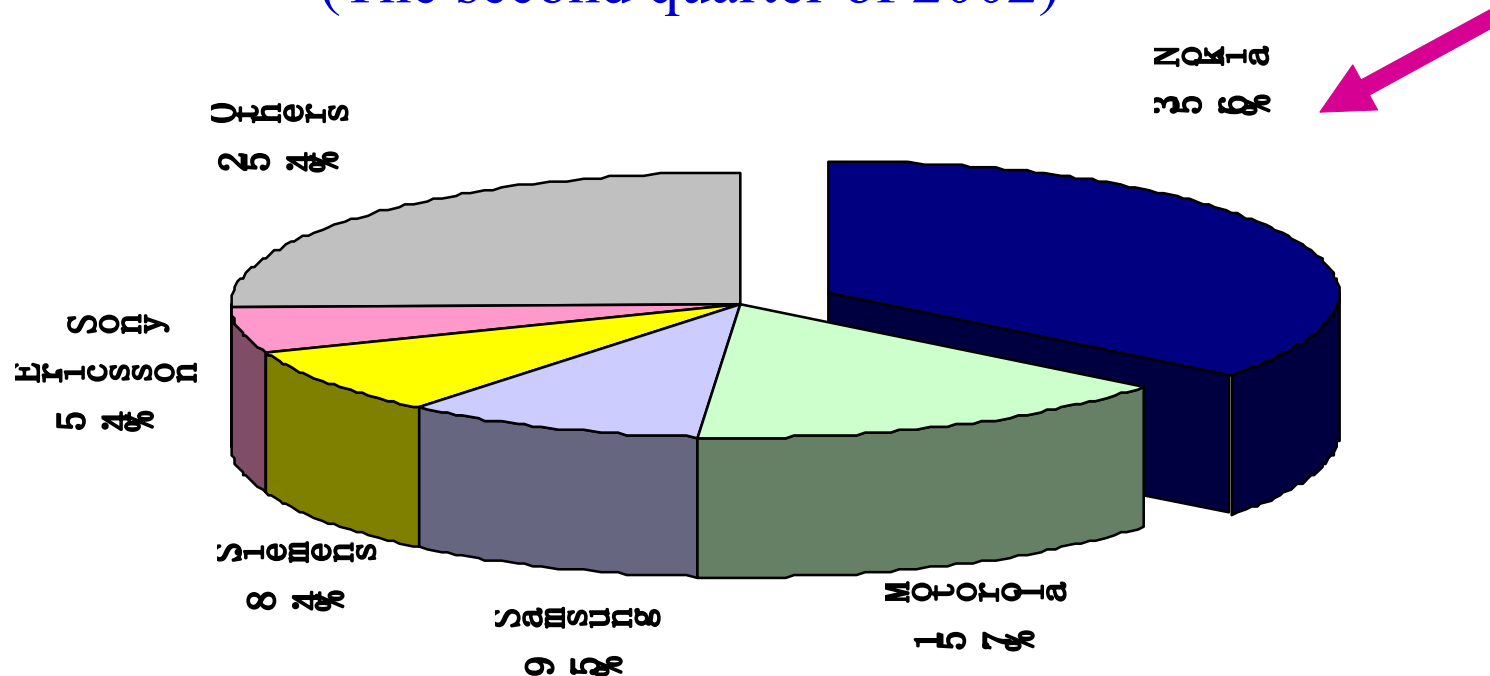
3. Marketing Implications



1. Overview of Mobile Phone Industry

World Mobile Phone Industry

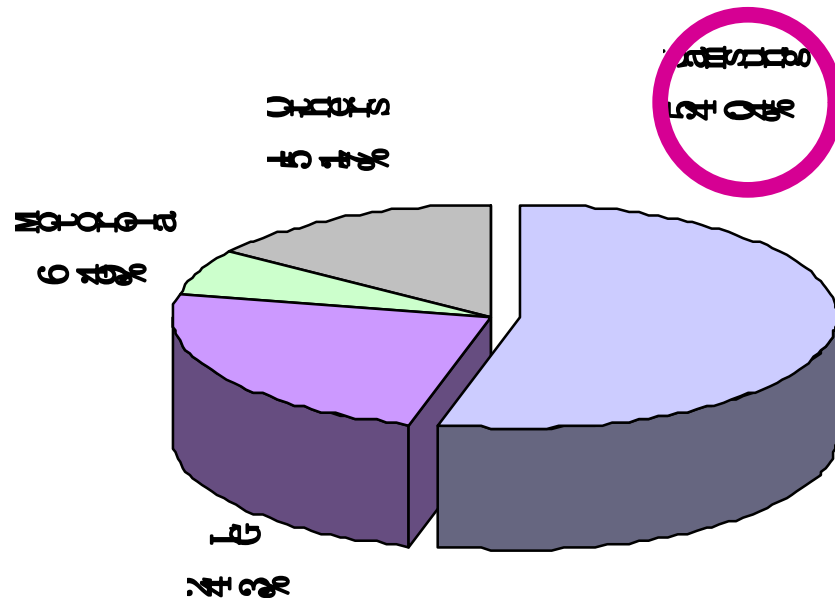
The global market share of mobile phone manufacturers
(The second quarter of 2002)



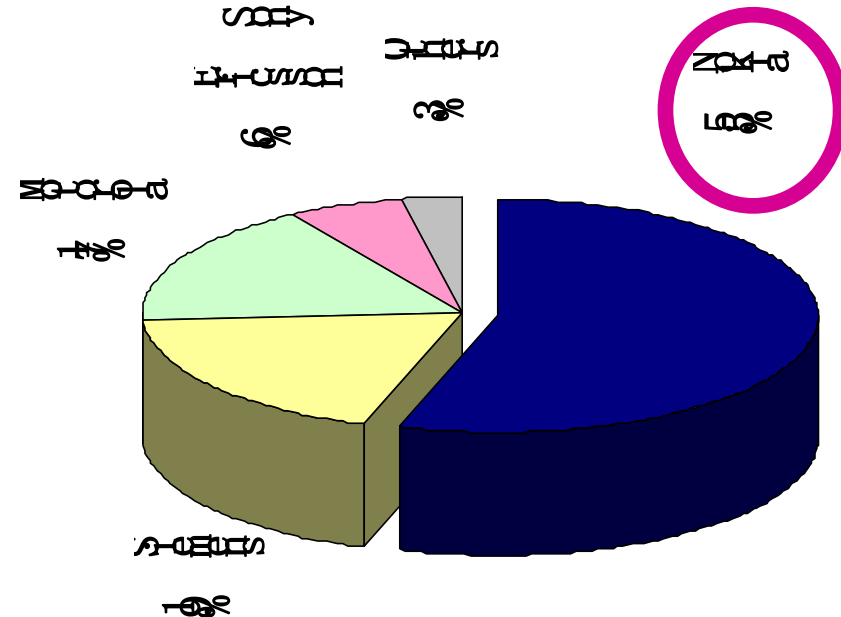
Source: Gartner Dataquest (October, 2002)

1. Overview of Mobile Phone Industry

Mobile phone market share (The third quarter of 2002)





Source: GfK Group



Source: Advance Info Service

1. Overview of Mobile Phone Industry

Summary of mobile phone industry in Korea and Thailand

		
Technological standard	CDMA	GSM
Key player	Samsung	Nokia
Penetration rate	63%	12%
Replacement cycle	13 months	18 months
Main market	High market	Low market
Preference	Folder type	Bar type

2. Analysis of Nokia



SWOT Analysis of Nokia Korea

Strengths

- Global brand image
- Stylish design based on cutting-edge technology
- Experienced local partner

Weaknesses

- Weak brand building
- Little variety of products
- Difficult in localization

Opportunities

- Growing of global CDMA market
- Sizable market
- Short replacement cycle
- Market opening

Threats

- Cutthroat competition
- Unique customer needs
- Subsidy prohibition

2. Analysis of Nokia



SWOT Analysis of Nokia Thailand

Strengths

- Strong brand awareness
- Sophistication in GSM market
- Thai input software
- Strong distribution

Weaknesses

- Low experience in CDMA market
- Dropping net sales
- High price handsets

Opportunities

- High market growth
- Popularity of SMS
- Impact of IMEI code removal



Threats

- Growing grey market
- Fierce competition
- Pressure from PDA market

2. Analysis of Nokia





Comparison of marketing strategy between Nokia Korea and Nokia Thailand

		
Entry mode	Wholly owned subsidiary	Wholly owned subsidiary
Operators	SKT , KTF and LGT	AIS, DTAC and TA Orange
Business Group	1. Nokia Mobile Phones	1. Nokia Mobile Phones 2. Nokia Networks

2. Analysis of Nokia

		
STP strategy		
- Segmentation	No segmentation	5 segments : Basic phones : Fashion phones : Premium phones : Entertainment phones : Imaging phones
- Targeting	Mass market	From low to high end market
- Positioning	Premium handsets	Premium handsets

2. Analysis of Nokia

		
Marketing strategy		
- Product	Complete localization	Complete standardization
- Price	Complete localization	Complete localization
- Place	Complete localization	Complete localization
- Promotion	Low standardization	High standardization

3. Marketing Implications



Balance between standardization and localization



Stimulating demand for new mobile phone handsets

- * Increasing revenues from existing users
- * Offering new services and advanced handsets



Key success factors

- * Competitive quality and innovative technologies
- * Data collecting
- * Brand building
- * Collaborating with key partners



NOKIA

