

## *Strategic Analysis For Nokia*

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**Strategic Analysis For Nokia**

Nokia separated its entities which are mobile phone division and the division for smart phone. In this division the chief financial officer (CFO) of Motorola Rick Simonson was appointed. He has good knowledge about business and finance. The CEO of Nokia Olli-Pekka allasvuo said that from 2001 to 2004, Rick Simonson has remained as CFO.

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1.0 Executive Summary. The following is the strategic analysis of Nokia Corp., which discusses the external and internal environment. The first part, external environment, presents the opportunities and threats along with the political, economic, sociocultural, and technological issues of the handset industry.

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Nokia SWOT Analysis SWOT Analysis, is a Strategic planning tool used to evaluate the Strengths, Weaknesses, Opportunities, and Threats that effect the company marketing strategy. A SWOT analysis conducts an external and internal scan of Nokia's business environment, it is an important part of the strategic planning process.

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Executive Summary The following is the strategic analysis of Nokia Corp., which discusses the external and internal environment. The first part, external environment, presents the opportunities and threats along with the political, economic, sociocultural, and technological issues of the handset industry.

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The assignment is a strategic analysis of Nokia Company, basically what the organization has done or is doing to survive in this very competitive business world. The paper evaluates the external environment that Nokia competes in; it also identifies the core resources and competence of the company and justifies the choice.

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