Key Understanding of Problem: How can Nokia Position its New Smartphone Products In such Dynamic and ultra competitive market in India?



Changing The Way People Look at NOKIA Using 4P Mktng Mix

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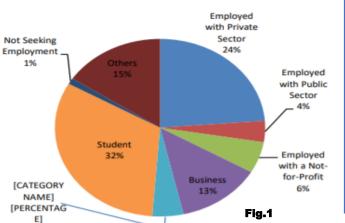
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To understand the Mindset and buying behaviour

Distirbution by type of occupation



Communication Message

"Good Old Days
Are Back"

Brand Positioning

Current Scenario:

• High Price & Innovative features

Improved Suggestions: -

- High Functionality & Medium Pricing
- Durability + style + performance
- User Friendly OS

Wide-Spread Launch

- Extensive use of Social Media
- SEO Marketing, effective blogs on Nokia Smart Phone
- Product Placement via Tech savvy Influencers

Local outlets in order to get

Utilising mobile network and

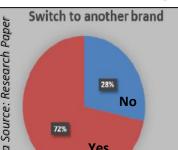
Collaboration with e-markets,

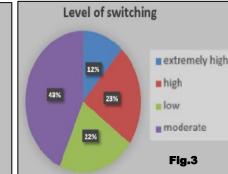
in order to fetch urban/semi-

high reach to rural customers.



- High Performance(Gaming + Video Streaming) (6,8 GB RAM)
 - High Res. Camera (48Mp rear)
- App Ecosystem, operating multiple apps at ease.





Target Customer Persona

Age: 22-35

Gender: M > F

Bkg.: Refer Fig.1

Monthly Income: <30000 & 30000 to <50000

big retailers.

urban population

KDM: Either Elder most member of family or Younger kid who understands technology.

Stated Needs: Want to purchase Inexpensive Device

Delight Needs: Extra features | Unstated Needs: Excellent service

Secret Needs: Want friends to see him tech savvy consumer.

4P's

- Depends on variant of processor and ROM
- Ranges between 9999 to 19999, as per survey.
- Discounts are ignored if people get more than what they need.

Packaging Strategies

- Durable, Reliable, Protect the Product.
- Communicate Nokia Brand
- Communicate the Product's feature Clear & Bold
- Packaging can be marketed in segmentation based on region(N,S,E,W)

Distribution Challenge

** According to report, People tends to rely more the brands who have service stations available in their own city. (1 SS per 200 KMs)

Fig.2

** Tie-Ups with leading offline retailers in balance with Online Giants thereby gaining Higher Visibility of Brand, and making your product reach maximum.

Wide-Spread Network Is the Key

** Unique Selling-Points and unique sale time, to create a feeling of urgency in people to buy the desired product at cheap and unique product.

** 2/3rd Indian population is rural, people still trust more in physical touch of product than online, in such areas opening a mini-outlet is more recommended.