

Nokia And Finland

Critical analysis in choosing a strategy



Presented by:
Hanna Kulyk

WSB DG-2014

Key elements of Nokia strategy

• built its reputation: mobile operations in partnership with Microsoft
 • built a new future within an increasing growth economy
 • moved its most profitable division to Finland
 • received 100 billion in investment from Microsoft



Globalization

Nokia Corporation utilizes **global strategy** to expand their marketplace.

The features of Globalization:

- compound of global and local processes;
- examination of the aspects of globalization in the local culture;
- globalization works for the local growth and diversity;
- avoiding total domination of globalization on national development;
- mediating, matching, and local convergence.

Thank you for attention!

Clear Strategy of the Nokia Group

- having a clear strategy makes companies more self-reliant and control their own destiny
- enabled to be applied in the local networks
- enabled the companies that differed within the world and local requirements to apply their technology in their own markets and creating their own success

Building principles of Nokia Group

- volume products everything they do
- being green and clean
- Unleashing the potential of technology for good
- making change happen together



Corporate governance

Nokia has a simple and clear operational governance model and strategy, designed to facilitate innovation and growth.



References

1. <http://company.nokia.com/en>
2. http://www.casesolutions.com/365/20052/international_strategy_of_nokia

Thecasesolutions.com

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Key elements of Nokia strategy

• built its reputation: mobile acquisition in partnership with Microsoft
 • built a new future within an emerging growth economy
 • moved its most profitable division to Finland
 • reinvented its brand as a premium mobile manufacturer



Nokia Company

Nokia is a leader in the field of mobile communications, software, and services. It is a global leader in mobile communications and services. It is a global leader in mobile communications and services.



Thank you for attention!

Clear Strategy of the Nokia Group

• Clear strategy: Nokia's business plan
 • Self-reliance and control with advanced technology
 • Ability to be applied to the local networks
 • Ability to connect their devices with the world and local networks through various channels to create a new ecosystem and enhance their business

Building principles of Nokia Group

• volume products
 • everything they do
 • being green and clean
 • Unleashing the potential of technology for good
 • making change happen together



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Nokia Company

Nokia is a leader in the fields of network infrastructure, location-based technologies and advanced technologies. Headquartered in Espoo, Finland, and with operations around the world, Nokia invests in the technologies of the future.

