

Key Players

The mobile phone industry is dominated by a few key players, including Apple, Samsung, and HTC, who all have a significant market share. Other notable players include Google, Microsoft, and Sony.



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History

The mobile phone industry has a long history, dating back to the early 1980s when the first mobile phones were introduced. The industry has since grown rapidly, with the introduction of smartphones in the early 2000s.

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Leaders: Samsung

Samsung is the leading mobile phone manufacturer in the world, with a market share of over 20%. The company has a long history in the mobile phone industry, and has been successful in a wide range of markets.

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Barriers to Entry

There are several barriers to entry in the mobile phone industry, including high R&D costs, economies of scale, and network effects.

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Barriers to Entry (Cont)

Another barrier to entry is the high level of brand loyalty among consumers, which can make it difficult for new entrants to gain a significant market share.

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Outline of Industry

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Reasons For Market Dominance in the Industry

Increasing Dominance by Mergers

The mobile phone industry has seen a significant increase in mergers and acquisitions in recent years, leading to a more concentrated market.

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Vertu: Nokia's Luxury Mobile Phone for the Urban Rich

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Regulation & Control

Regulatory Authority

The mobile phone industry is subject to a variety of regulatory requirements, including those related to spectrum allocation and consumer protection.

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FTC antitrust claim in mobile technology patent

The Federal Trade Commission (FTC) has filed an antitrust claim against a group of mobile technology patent holders, alleging that they have engaged in anti-competitive behavior.

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Apple vs Samsung

The legal battle between Apple and Samsung over patent infringement has been a major story in the mobile phone industry. The case has resulted in a series of court rulings and settlements.

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Price

The mobile phone industry is characterized by high prices, particularly for luxury models. This is due to a variety of factors, including high R&D costs and economies of scale.

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Quality

The mobile phone industry is known for its high quality products, which are often praised for their durability and performance.

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Impact of Dominance on Consumers

Choice

The mobile phone industry offers a wide range of choices for consumers, including different brands, models, and features.

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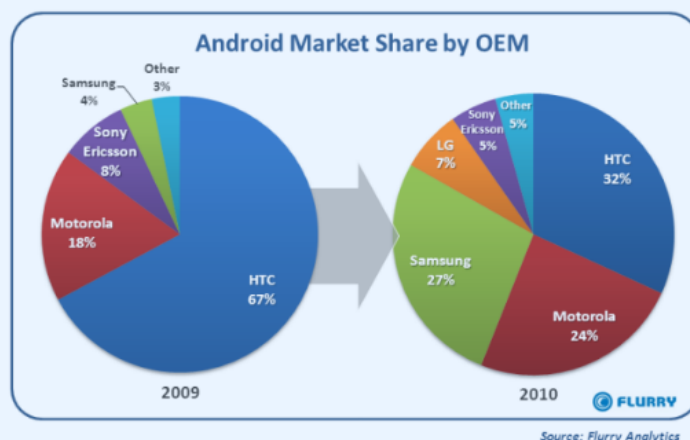
Outline of Industry



Key Players

The main firms in the mobile phone industry are:

- Apple, Samsung and HTC, who all have solid market shares.
- Samsung, as of November 2012 remains the most dominant firm with a market share of 26.9%.
- It is closely followed by Apple, whose' market share (in November 2012) was 18.5%
- The less dominant firms in the mobile phone industry are: LG (market share of 17.5%), Motorola (market share of 10.4%) and HTC (market share of 5.9%).



History

In recent times, Nokia's market share and status in the mobile phone industry has significantly declined.

Nokia had an 8.2 percent sales share of the smartphone for the first-quarter of 2012 according to IDC, but this was down by more than 50 percent year over year.

Nine months later, Nokia's market share fell below the 4.3 percent market share figure, where fifth-place Huawei currently stands.

Nokia's market share has declined—in both smartphone and feature phone categories—despite aggressive pushes to the developing and emerging markets, notably Indonesia for BlackBerry, and Africa and China for Nokia.

Nokia retained its second place hold on the feature phone segment, but declined by 23.9 percent year over year, with just 17.9 percent of the market.

Nokia however are trying to catch up and are after posting profits once again.

<http://www.bbc.co.uk/news/business-21180430> (video)

Leaders- Samsung

Samsung accounted for one in four of all mobile phones shipped worldwide last year, as its shipments rose nearly 20% to almost 397 million units, a report by Strategy Analytics says.

The Korean company said its profits surged 76% in the last three months of 2012, helped by sales of its Galaxy smartphones.

Samsung became the world's biggest smartphone maker last year, overtaking its main rival, Apple.

Computer Weekly's Editor-in-Chief, Bryan Glick, told the BBC News Channel the firm's success was down to its wider range of products.

"Samsung have got products which can match Apple and are very popular at that high-end, but they've also got smartphones and lower-end phones that appeal to people that don't have so much money."

<http://www.bbc.co.uk/news/uk-21205625> (video)

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**Reasons For Market Dominance in
the Industry**

SAMSUNG

SONY

Barriers to Entry

A barrier to entry is an obstacle which prevents new firms from joining the market and competing with existing firms.

- Economies of Scale- Current large firms receive Financial Economies as Banks see them as less risky customers so they are willing to lend money at a low interest rate thus reducing average cost, Marketing Economies as they are able to 'buy in bulk' and receive discounts and Technical Economies as they are able to purchase and employ specialist workers and machinery which are more productive.
- Ability to Advertise- Large businesses are able to advertise to the masses which means that large numbers of customers will find out about the product.
- Research & Development- New Technology and Production Processes can be discovered .

Barriers to Entry (Cont)

- Intellectual Property Rights- Firms are able to take out Patents, Copyrights and Trademarks which gives the owner of the IPR a temporary monopoly over his invention, idea or design.
- 'Natural' Monopoly- When innovation occurs one firm is dominant which creates a temporary 'natural' monopoly until other firms catch up e.g. Apples first gen iPhone where it had a period of time when released of being the only touchscreen mobile.
- High level of Brand Loyalty- Customers are unlikely to switch to a different firm as they trust there current firm however it can be challenged with innovation e.g. Apples first gen iPhone where lots of customers switched phones to get it.