


Nokia India: Battery Recall Logistics

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Critical analysis in choosing a strategy




Presented by:
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WSB DG-2014

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Key elements of Nokia strategy

- built its reputation, with reputation in partnership with Microsoft
- built its core skills, with its increasing growth recently
- moved its main production facilities to China
- moved its main R&D facilities to Finland



Nokia Company

Nokia is a leader in the field of network solutions, mobile devices, and services. It is a global leader in mobile communications, with a strong presence in the mobile phone market.



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My opinion

I think Nokia's strategy is very good. They are a global leader in mobile communications, and they have a strong presence in the mobile phone market. They are also a leader in network solutions, and they have a strong presence in the network solutions market.



Globalization

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

The features of Globalization:

- compound of global and local processes;
- assimilation 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 helps to focus on what is important and avoid distractions
- it is easier to be copied by the local networks
- it is easier to be copied by the local networks
- it is easier to be copied by the local networks

Building principles of Nokia Group

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

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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.case-solutions.com/365-20052-international_strategy_of_nokia

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Key elements of Nokia strategy

- built its reputation, with reputation in partnership with Microsoft
- built its reputation with increasing growth recently
- invest in high growth areas
- invest in research and development



Nokia Company

Nokia is a leader in the field of network solutions, mobile devices, and services. The company is a global leader in mobile communications and network infrastructure.



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My opinion

Developing the global company, developing rapidly, the success of globalization affects the situation of the modern world. It can be proved by the fact that each country wants to be a part of global development. But not to be globalized, making its culture and traditions. It is a decision why Nokia's production even for the demand of each area of the world. That is why, I think, Nokia has the right strategy.



Globalization

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The features of Globalization:

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Thank you for attention!

Clear Strategy of the Nokia Group

- having the strategy, Nokia's success can be explained and related with various technology
- related to be applied in the local networks
- could be compared their different partners the world and local requirements (logical system)
- the benefits to Nokia, Microsoft and partners (global success)

Building principles of Nokia Group

- volume products everything they do
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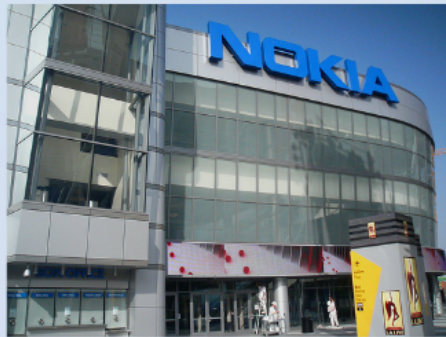
References

1. <http://company.nokia.com/en>
2. http://www.academyofcase.com/cases/20052-international_strategy_of_nokia

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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.



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NOKIA

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Connecting People



Presented by:
Hanna Kulyk

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My opinion

Nowadays when the life and economy develop very rapidly, the process of globalization reflects the situation of the modern world. It can be proved by fact that each country wants to take a part in global development but not to be globalized, saving its culture and traditions. I think that it is a reason why Nokia's production meet the demand of costumers all over the world. That is why, I think Nokia has chosen the right strategy.



Corporate governance

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



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