

# NOKIA

## Connecting People

Behavioural strategy of Nokia  
Harvard Case  
Solution & Analysis



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# NOKIA

- Current and Future Business-Level Strategy Assessment
- Slumping market share in profits – due to lack of focus
- “Connecting People” – too ambiguous?

# Future?

- Focused core smartphone business model
- Further focus on emerging growth markets and new internet consumer
- Intensifying Microsoft Windows partnership to extract synergy



# Macroenvironment

- Economy - stabilizing?
- Social - icon vs usage
- Technological - heavy R&D investment

## MICROENVIRONMENT

- Growing industry
- Competitors
- Consumer behaviour

- Lumia versus Galaxy S/BB10/ iPhone
- "The next big thing"

