NOKIA

Connecting People

Behaviour al strategy of Nokia Harvard Case Solution & Analysis



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NOKHA

- 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





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



Growing industry

Competitors

Consumer behaviour

Lumia versusGalaxy S/BB10/ iPhone

"The next big thing"

Spending Spree Nokia outspent rivals on R&D for much of the past decade but didn't bring enough innovations to market. \$6 billion Nokia 2 Google Apple 0 0 1 05 10 Note: Apple data are for fiscal years ending in September. Source: the companies The Wall Street Journal