

Nokia swot analysis essay sample



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StrengthsWeaknesses

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* Leader in Supply Chain Management

* Strong finances

* World leader in R&D

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* Declining profits and market share in smartphones segment * No plan B if the collaboration with Windows doesn't work out * Applications on windows operation system only exceed to 50, 000 compared to Apple's 500, 000 * The "Osborne effect" created by announcing windows phone before its launch impacted on sales.

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Internal assesment

of the organisation

SWOT

ANALYSIS

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OpportunitiesThreats

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External assesment of the organisation

Strengths

Lumia 900 utsågs till bästa mobil på CES 2012

Jan. 26 (Bloomberg) — Nokia Oyj, a year into an alliance with Microsoft Corp. to try to win back market share lost to Apple Inc., sold more smartphones last quarter than analysts predicted, boosting confidence in its ability to compete.

Nokia delivered 19.6 million smartphones that can handle tasks such corporate e-mail and playing movies, including the Lumia models that went on sale in November, the Espoo, Finland- based company said today. That's about 1 million more than the average estimate of analysts.

The company nominated Risto Siilasmaa, the founder and chairman of Finnish security software maker F-Secure Oyj, as its next chairman,

succeeding 61-year-old Jorma Ollila. Marko Ahtisaari, Nokia's design chief, was promoted to executive vice president and will report directly to Elop.

Opportunities

Threats

“ There's still a lot of uncertainty because in absolute terms these are very small volumes so much more is needed to be able to project longer term development, which is where the investor focus is now.”

Weakness

Nokia är fortfarande till stor del beroende av försäljningen av ordinära telefoner, ett segment som Handelsbanken bedömer är i strukturell nedgång. Den största risken för Nokia är att nedgången tilltar under 2012.

Källor

Lower than expected Lumia Sales

<http://www.bloomberg.com/news/2011-11-22/nokia-falls-on-analyst-report-of-lower-than-expected-lumia-sales.html#>

Nokia Smartphones beat analyst estimates as lumia ships

<http://www.businessweek.com/news/2012-01-30/nokia-smartphone-sales-beat-analyst-estimates-as-lumia-ships.html>

<http://www.freeswotanalysis.com/telecommunication-companies-swot-analysis/9-nokia-swot-analysis.html>

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<http://nokiapoweruser.com/2012/01/07/swot-analysis-and-q4-prediction117-million-shipments-for-nokia/>

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http://di.se/Default.aspx?pid=258435__ArticlePageProvider&epslanguage=sv&referrer=

Strategic analysis of Nokia

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