

# Video analysis 4

[Business](#), [Marketing](#)



Task Summary of Information Nokia commenced its activities in 1865 although its initial business undertaking was paper production through the utilization of wood-pulp mill. Later on the company upgraded its business undertakings leading to business dealings that involved certain chemicals, in addition, to rubber and paper. However, the company undertook businesses in telecommunication through the prologue of a digital telephone swap over switch in 1960's. The company sustained with its activities within telecommunication sector directing to development of a transport, and hand portable phones that served as the foundation for what the company reaps, even at the current time.

At the commencement of 1990s, the company digressed from its dealings with other services and concentrated on telecommunications. Currently, the company leads in mobile communications with sales being approximated to be higher than \$31 billion and still offers job opportunities to 56, 000 individuals. The company has straightforward mission that is realized through consumer feedbacks thus ensuring consumer contentment. The company focuses on product design, network security and technological advancement experienced within the global environment.

#### Importance of Information

The information offered allows readers to understand how the background or foundation of Nokia was established, in order, to make certain that people within different contexts manage to communicate through utilization of its diverse phone brands.

#### Inferences Drawn

Nokia company has undertaken in diversified business ventures, to reach the

current state that has enabled connection of billions of people around the globe. The mission that the company utilizes have considerably assisted in ensuring that the company acquires competitive advantage, with relation, to other mobile companies. Companies can easily switch activities provided the substitute has considerable potential and opportunities for receiving enormous sales (Kerin, Hartley & Rudelius, 2011).

#### Questions Generated

Why did the company resolve on divesting in non-telecommunication services?

How has the company managed to keep its market share consistent thus leading to enormous sales?

#### Extending Ideas

The company has managed to establish higher sales through undertaking in mobile communications, in the 90s. The company might have foreseen the numerous opportunities that existed in this area.

#### References

Kerin, R. A. Hartley, S. W. & Rudelius, W. (2011). *Marketing, The Core*. New York, NY: McGraw-Hill.