



اَوْنِيُوْرَسِيْتِي تِي كُونُوْرِي كِي مَارَا
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1.0 Introduction

In 1865 to 1967, while Nokia may remind most of us of only mobile phones, the company in fact started out as a paper mill, which was established in 1865 by mining engineer Fredrik Idestam at the Tammerkoski Rapids in south-western Finland. However, the name Nokia wasn't yet born. It was the location of his second mill on the banks of the Nokianvirta river - that inspired Idestam to name his company Nokia Ab, something which happened in 1871. After around three decades, the company also ventured into electricity generation.

In 1967 to 2000 the electronics section of the cable division was founded in 1960 and the production of its first electronic devices began in 1962 a pulse analyzer designed for use in nuclear power plants. In the 1967 fusion, that section was separated into its own division, and began manufacturing telecommunications equipment.

In 2000 to 2010 nokia launched the Nokia 3310 in 2000. It has become one of the most popular devices of all time. The Nokia 1100 handset launched in 2003, shipped over 200 million units, is the best-selling mobile phone of all time and the world's top-selling consumer electronics product, and contributed to the company's rise in developing markets. Nokia was one of the first to recognize the market opportunity in combining a game console and a mobile phone the N-Gage.

In 2010 pressure on Nokia increased dramatically as Android and iOS continued to make gains including tablets and smartphones. Other Symbian OEMs including Samsung Electronics and Sony Ericsson chose to make Android-based smartphones instead of Symbian, and by mid-2010 Nokia was its only OEM outside Japan. Nokia developed Symbian 3 to replace S60, but it never became popular.

On 17 November 2014, Nokia technologies head Ramzi Haidamus disclosed that the company planned to re-enter the consumer electronics business by licensing

2.0 Nokia's Life Cycle

2.1 Introduction Stage

Introduction Stage is a period of slow sales growth as the product is just introduced. It is also recognized with heavy advertising. This is the stage where a product is conceptualized and first brought to market. The goal of any new product introduction is to meet consumers' needs with a quality product at the lowest possible cost in order to return the highest level of profit. Nokia is a Finnish multinational corporation created in 1865 that has ventured into various markets.

In 1979 Nokia enter into a joint venture with leading Scandinavian color TV manufacturer Salora to established Mobira Oy, a radio telephone company. 1981 marked a new era for Nokia when the first international cellular system, the Nordic Mobile Telephone network was set up where its linked Sweden, Denmark, Norway and Finland.

Then Nokia launched world's first car phone, Mobira Senator in 1982 which weighed around 10kg. In 1984, Nokia acquired Salora and changed the name of its telecommunications unit to Nokia Mobira Oy. At the same year Nokia launch Mobira Talkman, a giant 'wireless' car phone, advertised as one of the first transportable phones where it can be used both in and out of car even it was weighed around 5kg. In 1987, which is three years later, Nokia phone shed some weight by launching first compact phone called The Mobira Cityman 900 which was also world's first hand-held mobile telephone. Despite weighing 790 grams and cost around \$5,456 (RM 21,933.39), it sold like hot cakes. The phone became iconic and was nicknamed "The Gorba" after the then Soviet Union president Mikhail Gorbachev used it to to make a call from Helsinki to Moscow during a press conference in October 1987.

In 1989, Nokia Mobira Oy became Nokia Mobile Phones. Nokia company started to change their company focus by focus solely on the telecommunications market in

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LG 200C

LG Models

In the year of 2011, the maturity stage of nokia had entered to declining stage. Before Nokia announced to be declared, they look for innovative ways to make their product more appealing to the consumer that will maintain, and perhaps even increase, their market share. A company such as BlackBerry is one of nokia's competitor, it it