



اُنِيُوَرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا  
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**UNIVERSITI TEKNOLOGI MARA CAWANGAN SARAWAK,  
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## **NOKIA PRODUCT LIFE CYCLE**

**MGT345:**

**OPERATION MANAGEMENT (OM)**

**CLASS OF BM1114M1**

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## 2. Introduction

Nokia is the world's largest manufacturer of mobile phones. As far as the market share is concerned, it has a global market share of 36 percent in the first quarter of year 2007. This largest handset manufacturer produces mobile phones for each major market and protocol. Espoo, a city closed to Helsinki, Finland, is the headquarters of Nokia. Apart from that, it has a manufacturing, R&D and sales representation in many countries. Nokia is the best and largest Finnish company and it accounts half of the market capitalisation of the Helsinki Stock Exchange. It is the world's 274th-largest company measured by 2013 revenues according to the Fortune Global 500. The company is a component of the Euro Stoxx 50 stock market index.

The company has had various industries in its 150-year history, originally founded as a pulp mill, and currently focuses on large-scale telecommunications infrastructures, and technology development and licensing. Nokia is also a major contributor to the mobile telephony industry, having assisted in development of the Global System For Mobile Communication (**GSM**) and Long Term Evolution (**LTE**) standards, and was, for a period, the largest vendor of mobile phones in the world. Nokia's dominance also extended into the smartphone industry through its Symbian platform, but was soon overshadowed by competitors. Nokia eventually entered into a pact with Microsoft in 2011 to exclusively use its Windows Phone platform on future smartphones. Its mobile phone business was eventually bought by Microsoft in an overall deal totaling \$7.17 billion. Stephen Elop, Nokia's former CEO, and several other executives joined the new Microsoft Mobile subsidiary of Microsoft as part of the deal, which was completed on April 25, 2014.

### 3. History Of Nokia

Nokia announced in 2016 that it was making a comeback, releasing a new range of feature phones and tablets. Here's a history of the phones Nokia released in the last half century.

1963 - In its first attempt to enter the telecommunications market, Nokia makes radio telephones for army and emergency responders.

1982 - The Mobira Senator was released in 1982 and is seen as one of the first true mobile phones. Nokia's telecommunications branch originally existed as a merger between themselves and Salora OY. The two companies released handsets under the name Mobira. It was not until 1989 that Nokia began manufacturing phones under its own name.

1987 - Nokia introduced its first handheld mobile phone, the Mobira Cityman, weighing 1.7 pounds. The phone earned the nickname the 'Gorba' after Soviet leader Mikhail Gorbachev.

1992 - Nokia decided to focus entirely on mobile phones and network infrastructure, setting a course to exit its rubber, cable and consumer-electronics businesses. The Nokia 1011 was its first digital handheld phone for GSM, which in 1987 became the European standard for digital mobile technology. The phone weighed 475g, could store 99 contact details, and could display two lines of black and white text on its screen. Nokia's first phone had an extendible antenna and was introduced the humble text messaging.

1996 - The Nokia 8110, one of the original 'slider' phones, was released in 1996 to great acclaim. Recently, an owner of the retro phone sold one for a massive £2,500 on eBay.

1999 - For many adults and teenagers alike, the 3210, which came out in 1999, was their first mobile. Which featuring phone calls, SMS and the seminal game Snake, the 3210 helped Nokia top the mobile market, where the company remained for 14 consecutive years.

In 2000 it would have set you back around £70. Recently a handset fetched £5,578 on eBay.

2000 - The 3310 succeeded the incredibly popular 3210 and with it brought improved versions of Nokia's highly addictive mobile phone games. Snake 2, in particular, brought huge popularity to the phone.