

# Analysis of Business Decisions that caused Nokia to drop its Legacy and its Rebirth in 2017 using Nostalgic Marketing Approach: A Case Study

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### ABSTRACT

**Purpose:** *This article will investigate the causes for Nokia's failure to stay afloat in the market, as well as how the company resurrected in 2017 by employing a nostalgic or sentimental marketing strategy. Technology management on a strategic level at Nokia Corporation is thoroughly examined and analyzed in this study. Nokia used to be the market's dominant corporation, leader, and pacesetter until it had a massive market disaster. We inferred that the problem at Nokia was not the absenteeism of advancement, but in its place, it was due to a lack of innovation estimation and a misunderstanding that the requirements in the mobile phone market were not only about displaying a cell phone that makes verdicts, sends messages, and connects to the internet, but also the stage that connects all of these volumes together. Finally, this article describes how Nokia's revival was achieved through the use of a nostalgic or sentimental marketing strategy.*

**Objectives:** *We aim to present the reasons behind the failure of Nokia and its return using Nostalgic marketing approach to do a comparison analysis with its competitors and make recommendations to improve the company based on the findings*

**Design/Methodology/Approach:** *Journals, as well as a variety of internet resources such as websites and blogs, were used to conduct this company analysis. A SWOC Analysis was used to analyses the Nokia corporation.*

**Findings/Result:** *Till 2008 Nokia was the pioneer in the mobile phone market. Based on the study done it's clear that Nokia failed to acquire smart phone market because Nokia couldn't recognize the customer needs, didn't Analyze the Market Accurately and also lack of implementing innovative technology in its product which customer needs. Nokia was focusing on implementing traditional Symbian operating system to its smart phone but Samsung choose android as its operating systems for its smartphone at the right time, which met the customer requirements. In 2017 Nokia came with nostalgic marketing approach by re-creating its old Nokia 3310 handset with modern features such Bluetooth, GPS, Wifi.*

**Originality/Value:** *Based on data from secondary sources, this article investigates the reasons why Nokia failed to gain access to the smartphone market, and explores its comeback through nostalgic marketing strategies.*

**Paper Type:** *Research Case Study.*

**Keywords:** Nokia, Nostalgic marketing strategy, Forecasting, Innovation, Misjudging, Business decision, SWOC Analysis

### 1. INTRODUCTION :

Nokia was one of the wireless phone makers to enter the India market in the mid-1990s and the brand nearly became nonexclusive to PDAs. Around the world, cell phones were utilized by 1.85 billion

individuals in 2014. This number is relied upon to be 2.32 billion of every 2017 and 2.87 billion out of 2020 [1]. The situation on the Indian market was altogether more grounded than in the widespread market. Moreover, the Indian cell phone market filled quickly in the mid-1990s and Nokia even opened one of its biggest creation offices in India. In any case, alongside the remainder of the world, Nokia lost its driving situation in India and the worldwide market as it couldn't benefit from the cell phone pattern [2]. Nokia was one of the dominant cell phone market leaders until 2007, started to face huge race after apple introduced its advanced and unique screen touch cell phone called iPhone to the market. Due to underestimating the customer needs it started to face huge race, but still Nokia came with good smartphone to sustain its market leadership with windows operating system. But it didn't reach the goal. As a result, Nokia offered its handset business to Microsoft for an aggregate of \$5 billion, Nokia likewise allows Microsoft to get to its licenses for a very long time for another \$2,2 billion in 2013. After the deal, Nokia started to zero in more broadly on its media transmission business and on its Internet of things [3]. After Completing deal with Microsoft in 2016, Nokia confirmed its plan to reenter the industry it once dominated. Nokia plans to start connecting people once again in collaboration with HMD Global. Nokia has been a set up generally speaking brand and a huge market player in adaptable industry. It transformed into an overall beast in handsets market since it could expect the colossal premium for adaptable handsets which various firms couldn't foresee. But, since 2008, Nokia has been deserted by its foes in the improvement arranged Smartphone market [4]. For an impressive timeframe, Nokia has been the best player in the cell market, since 2008, the association has been losing progressively a greater amount of its advantage and fights with a reducing slice of the pie, falling deal costs and a declining status [5]. This article attempts to explain the main reasons why Nokia has fallen from the mobile phone market leader to the former mobile phone manufacturer in less than 10 years, and explains how nostalgic or sentimental marketing strategies have helped it regain its glory.

## 2. RELATED WORK :

Table 1 summarizes the contributions of various authors about Reasons that caused Nokia's to lose its market all over the world.

**Table 1:** Summary of findings by different authors

Sl. No	Author(s)	Year	Findings/Result
1	Chaturvedi (2017) [2].	2017	The author Analyzed the decline of Nokia into Three phases and Recommended advertising systems to bring back the lost market.
2	Bhalodiya N. & Sagotia, N. (2018) [3].	2018	Discuss the Details Behind the failure of Nokia & Proposed suggestions to gain its legacy
3	Neelu (2014) [4].	2014	The author surveys the present condition of Nokia in versatile industry and the future possibilities.
4	Sehrawat, S. (2019) [5].	2019	The author distinguishes and analyzed the nature and Business methodologies of the enormous worldwide organization 'Nokia' and furthermore investigates the example and drivers of hazard the executives.
5	Hira. A. (2012) [6].	2012	The author reveals the mystery behind accomplishment of Nokia and closed in light of its planning and intercessions Nokia accomplished an achievement cellphone market.
6	Laamanen (2014) [7].	2014	Investigated the Nokia Firm and finished up disappointment of the board in settling on proper choice which drove Nokia to lose its market.
7	Sulphey M. (2019) [8].	2019	The author Clarifies Adoption of Organizational Ambidextrousness would Have Changed the History of Nokia and wrapped up the accomplishment of Nokia would have been changed if it had followed misuse and examination simultaneously.

8	Bhatt P. R. (2002) [9].	2002	Investigates the historical backdrop of Nokia and its monetary presentation and furthermore its innovation improvement from 1998
9	Kalyani P. (2017) [10].	2017	Made an Empirical Study on Nokia's Nostalgic Marketing Approach and its come back in 2017
10	Bidyarthi, H. M. J., et al (2011) [12]	2011	The authors investigate the Nokia's prosperity procedures during the years 2002 - 2006 in Indian versatile phones marketplace driven simply by its individual promoting direction which recommends different administration guidelines.
11	Bouwman, Harry et al. (2014) [13]	2014	The authors Concluded that a firm need a dynamic advancement strategy, late in item dispatch and market division system disappointment made Nokia un-nail the cellphone market.
12	Tyagi, P., & Zaidi, neha. (2019) 2019 [15].	2019	The authors inspect the qualities of the significant portable working frameworks, like iOS, Android, and Windows Phone, makes examinations dependent on key norms.
13	Bharati Wukkadada et al (2015) [19].	2015	The authors examine the characteristics of the major mobile operating systems, such as iOS, Android, and Windows Phone, makes comparisons based on key standards.
14	Salman Abdou, D. M., & Hussein, R. (2020) [23].	2020	The authors extravagantly examine and investigate the disappointment reasons and highlights the elements like smugness, dread of progress and absence of development which made a course Nokia to lose its market.
15	Hartmann, B., & Brunk, K. (2019) [24].	2020	The author reveals the promoters to cultivate the new market for forte thing for instance nostalgic thing and outfitted them with a systematic approach for nostalgic displaying

### 3. OBJECTIVES OF THE STUDY :

The Objectives of the study are:

- (1) To understand history of Nokia
- (2) To know Nokia legacy in the cell phone market.
- (3) To understand the issues and vulnerabilities of the Nokia.
- (4) To do a SWOC analysis of the company.
- (5) To analyze the strategic decisions that led Nokia to lose its legacy.
- (6) To study how nostalgic marketing strategies helped Nokia regain its fame.
- (7) To provide suggestions based on the current trend.

### 4. METHODOLOGY :

The data and information for this article were gathered through secondary sources such as blogs, journal articles, magazines, as well as official website Nokia.

### 5. HISTORY OF NOKIA :

The name, 'Nokia' really began from a Finnish town called Nokia, and furthermore the Nokianvirta stream. It is a worldwide organization initially began in 1865 by Fredrik Idestam [11]. Nokia was started in 1865 in Finland by Fredrik Idestam as a wood pound plant by the name Nokia Aktiebolag. Finland is an odd spot for the development of a worldwide rival in IT. With a little homegrown populace of 5.2 million, a somewhat distant area, and a conventional economy dependent on regular assets (wood, mash,

and paper) [6]. Some place in the scope of 1918 and 1922, Nokia had been one of the biggest Finnish organizations since the 1960s and was an enormous organization since the time its nineteenth century establishing as a paper-industry organization [7]. Finnish Rubber Works Ltd. obtained Nokia Aktiebolag and merged it with another affiliation named Finnish Cable Works Ltd. Each of the affiliations were truly met in 1967 and Nokia Corporation was thought of. This affiliation set up itself in the field of electronic and telecom arranging. During the 1960s the affiliation acquired enormous commitment with the get-together of PCs. In 1979 Nokia got together with Salora and was named Mobira Oy. The affiliation occupied with the new turn of events and social occasion of telephones for Nordic Mobile Telephony [8]. Nokia has made breathtaking advancements in portable interchanges. It brought innovations like Wideband Code Division Multiple Access (CDMA), General Packet Radio Services (GPRS), as the moveable moves third era (3G). Nokia has set up their state-of-the-art innovation and pattern settling way of life contributions while divulging their portable handset items. In 3G administrations, Nokia will give email, climate data maps, defeat arranging, traffic data, ledger information, sees, travel data [9].



Fig. 1: Nokia 1011, First GSM Phone [10]

In October 1998, Nokia transformed into the first-class phone brand in the world. The functioning advantage was \$ 1 billion of each 1995, down from \$ 4 billion out of 1999 [11]. In 1994, Nokia appeared the Indian remote market. The primary GSM acquire Quite some time was created utilizing Nokia 2110 cell. Exactly when Nokia entered India, media correspondences approaches were not useful for the advancement of the wireless business. The cost on acquiring mobile phones were high as 27%, even use charges was Rs.16/Minute as result customers didn't way to deal with purchase PDAs [12]. In 2003 the Nokia 1100 handset was dispatched. Close by the Nokia 1110 telephone, the 1100 was perhaps the best telephones of all time. Each sold 250 million contraptions all through the planet. Nokia dispatched the reliably green handset Nokia 1100 of each 2003 and it changed into the extraordinarily useful mobile phone until the end of time. A record of 250 million handsets were sold all through the world [13]. Nokia was a head of the Indian versatile handset industry for longer than 20 years [14]. The second era of tablet, N800, was carried out in January 2007. In October that very year, the third-generation, N810 opened up available. The working framework was moved up to Maemo 3, then, at that point, to version 4 [15].

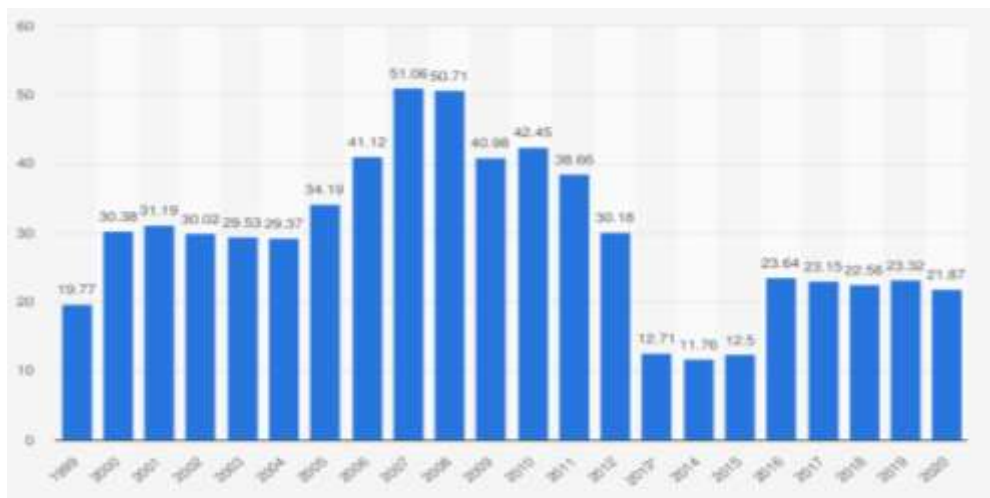


Fig. 2: Nokia net sales worldwide from 1999 to 2020 [16]



In 2020 Nokia utilized 92.05 thousand individuals in around 131 areas around the world, incorporating around 39 thousand in Europe and a further 21 thousand in the Asia-Pacific district. In examination, Nokia 's net's turnover was most elevated in North America with 7.13 billion euros, where around 14% of Nokia representatives are based, trailed by Europe with 6.62 billion euros [17].

### 6. VERSIONS OF NOKIA HANDSETS :

The following table gives an overview of the Nokia handsets Versions and their corresponding release date, and their latest stable version.

**Table 2:** Nokia handsets Versions [18]

Version Name	Release Date	Features
Nokia 1011	1992	First digital handheld phone for GSM, it had an extendible antenna and was introduced the humble text messaging
Nokia 2110	1994	First ever Nokia phone with the famous Nokia tune ringtone. It can send and receive messages. Can list Ten dialed, missed and received calls,
Nokia 8110	1996	Popularly known as a slider phone, the sliding cover protects the keyboard when carried in the pocket and extends downward when in use, bringing the microphone closer to the mouth
Nokia 3210	1999	Internal antenna. Featuring phone calls, SMS and the influential game Snake,
Nokia 3310	2000	New Features were presented, for example, Chat work, mini-computer, Nokia network screen, stop watch and an update work. It has four games: Pairs II, Space Impact, Bantumi, and the tremendously well-known Snake II.
Nokia 1100	2003	Built-in flashlight, monophonic ringtones, SMS text messages, alarm clock, reminders
Nokia N91	2005	Top of the line music cell phone sports a 4 GB hard drive, music player, 3.5mm headset jack, sound system FM radio, and devoted music keys. Availability incorporates Wi-Fi, Bluetooth, and USB 2.0 with mass stockpiling mode. Different provisions incorporate a 2-megapixel camera, speakerphone, Flash player, and EDGE information.
Nokia 5310 Xpress Music	2006	Introduced New Features such as 3 music buttons: Play, Next Track and Previous Track. 3 music buttons: Play, Next Track and Previous Track.
Nokia 5800 Xpress Music	2008	Has many features such as GPS, HSDPA and Wi-Fi support
Nokia X6	2009	Symbian Operating System based, music-arranged capacitive touchscreen semi cell phone and convenient diversion gadget
Nokia Lumia	2013	Entry level Windows Phone 8 cell phone reported by Nokia (Microsoft)

### 7. NOKIA MILESTONES :

- In 1998 October, Nokia transformed into the top-selling PDA brand in the world.
- Nokia 's working advantage rose from \$ 1.0 billion out of 1995 to nearly \$ 4.0 billion out of 1999.
- In 2003, the smash hit mobile phone Nokia 1100 was created.

### 8. COMPARISON OF MOBILE OPERATING SYSTEMS :

PDA working framework is a working framework is used in cell phones. This working system are on a very basic level a light weight working structure which required low space and memory. Flexible working system in any case called compact OS this functioning structure can in like manner be used in

PDA, Tablet, and Smartphone, etc. Versatile working structure merges all of the parts of PC. Adaptable working structure have all of the essential parts are according to the accompanying: - a touchscreen, cell, Bluetooth, Wi-Fi, GPS convenient course, camera, camcorder, talk affirmation, music player, voice recorder, near handle correspondence and infrared blaster [19]. Android is a Linux based working framework created by google/open handset partnership. It is a free and open source working framework. Symbian is a relative of Symbian OS which was created by Symbian Foundation. Symbian 3 is the most recent rendition was utilized in Nokia N8. Blackberry OS is a QNX(Unix-like) based working framework created by Blackberry Ltd. Windows telephone is a windows CE 7/windows NT 8 based working framework created by Microsoft. iOS is a Darwin based working framework created by Apple, Inc [20].

The below table point out the key differences between Symbian, Android, IOS and windows mobile operating systems. Apple sells under 20% of the cell phones yet takes in 92% of the worldwide cell phone benefits. The below table provides the basic difference between various operating systems.

**Table 3:** Nokia’s Symbian Vs Google’s Android Vs Apple’s iOS Vs Microsoft’s Windows mobile operating systems [21].

Parameters of Comparison	Symbian	Android	iOS	Windows
Release	June 5,1997	September 23, 2008	June 29, 2007	21 October 2010
Developer	Symbian Ltd.	Google	Apple	Microsoft
Programming	written in C++	Written in Java,	written in C, C++ and Apple’s own language, Swift.	Written in C
Kernel Version	microkernel	Linux kernel.	XNU, based on Unix	Windows kernel
Device	mainly for keypad devices	mainly for touchscreen devices	mainly for touchscreen devices	mainly for touchscreen devices
Software	Closed-source software.	open -source software.	Closed-source software.	Closed-source software.
Latest Version	latest version was released in October 2012.	Android 11, release in 2021	iOS 14, released in May 24, 2021	Windows 10

**9. REASONS BEHIND NOKIA FAILURE (2007-2012) :**

We didn’t do anything incorrectly, yet by one way or another, we lost ". In 2013, then, at that point Nokia CEO Stephen Elop offered this expression prior to offering it to Microsoft for a \$ 7.1 billion arrangement. Nokia was once the world innovator in cells. Nonetheless, they couldn’t stay aware of their inheritance. From 2007 to 2010, they encountered a slow decrease in their deals. There are number of variables and key blunders that caused Nokia ‘s inability to conform to changes in customer interest and completely new serious climate. Most remarkably in 2006 Nokia chose to move its concentration from cell phones back to include cell phone. However, the mobile phone industry began to experience a focal change during the completion of first decade of the 21st century. Nokia Dominated the mobile phone market until 2007 in view of Symbian Operating System. Nokia Market share ricocheted from 33% to 36% in just two months by introducing N95 series. Nokia holding 70 % part of the general business leaving its opponents.

**Reasons for Downfall of Nokia:**

• **The Resistance to Smartphone Evolution:**

Nokia fail to take advantage of the Android pattern. This was the start of its ruin. While other PDA fabricates were occupied with further developing their PDAs Nokia remained difficult. Exactly when mobile phone makers were busy with improving and moving from keypad to contact screen, Nokia remained obstinate Nokia's affiliation was under the propensity that people wouldn't see contact screen telephones and would continue with the keypad plan.

- **Symbian Operating System Failure:** At the point when Symbian 60 series was first presented in 2002 it ended up being exceptionally popular at first. Notwithstanding, Symbian OS needed applications and User Interface. Subsequently, development of iOS in 2007 and Android in 2008 gave hardened rivalry to Nokia’s Symbian innovation.
- **Didn’t Analyze the Market Accurately:** Nokia was consistently well known for its hardware equipment and didn’t give a great deal of thought towards programming line-up Nokia started to focus on products and technology by ignoring the requirements of users. Decision framing wasn’t based on users’ requirements which lead Nokia to lose its grip from the cell phone market
- **Bad Product Layout:** Nokia’s terrible item design and having its primary main focus on Windows as its operating system, lead to its decay.
- **Satisfaction and Fear of Change:** The sensation of Satisfaction that Nokia had of itself was really one of the primary motivations to its market disappointment. at the point when Apple dispatched the iPhone in 2007, which was the essential touch screen phone that overwhelmed everyone, Nokia was meanwhile putting earnestly in its E-series ignoring how another thought has truly changed the manner in which a wireless should be. The iPhone’s victory didn’t actually influence Nokia conversely, with for example Samsung that quickly advanced to mobile phones. In this way, Nokia neglected to comprehend and adjust to another change.
- **Strategy:** In June 2008, Nokia acquired Symbian Ltd. under a choice to make the Symbian OS open-source stage with the target that more experts can utilize it to develop their versatile applications. In February 2010, it was formally made open as open-source code. Regardless, it was absurdly late as Android, which was by then open-source and uninhibitedly accessible, and iOS has now begun to eat into Symbian market pie with their huge level stages and a monster number of help applications on the PDAs.
- **Lack of Innovation:** Nokia’s absence of development was likely the main explanation on why it had a huge market disappointment, the way that Nokia just didn’t get a handle on the new idea of having a product with unlimited applications and new encounters and that equipment didn’t really matter however much it did before carried Nokia to disappointment. While brands like Samsung and Apple arranged progressed telephones each year. Nokia basically dispatched the windows telephone with significant parts yet even fell because of nonattendance of presentation of Symbian series by Nokia in 2002 had a decent market reaction. Be that as it may, with the presentation of Apple IOS in 2007 and Android in 2008, the OS race was totally taken over by the two goliaths. Nokia overpowered the market because of its standard arrangements phone, web enabled and media phone. However, the Symbian OS didn't get a ton of reputation among the shoppers [21].
- **Political issues of Middle Management:** Senior pioneers ought to include in setting the bearings to make client center business with clear and apparent authoritative qualities and hierarchical assumptions to all partners of the association [22].
- **Fail to carry out the right umbrella marketing procedure:** The affiliation followed an inadequate plan of umbrella checking. Apple viably applied the umbrella truly looking at model with the iPhone at the top. It kept on resuscitating new models to this umbrella a principal long time after year. Samsung followed a close to course by dispatching the Samsung Galaxy series yet Nokia excusal to take prompts.

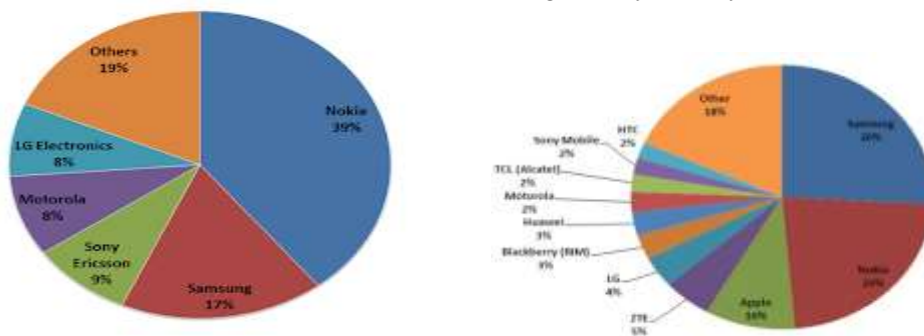


Fig. 3: (A) Smartphone Companies Market Share 2008. (B) Smartphone C Companies Market Share 2012 [23].



From the above Figure A and B Its clearly understandable that Nokia started losing its market from 39% to 23%. in phone market from 2008, after Apple and Samsung introduced iOS and android based phones respectively.

## 10. NOSTALGIC MARKETING APPROACH STRATEGY :

Sentimentality was shaped by two Greek words for instance "nostos" means "get back or to one's nearby land" and "algos" connotes "desolation, suffering, or hopelessness". Johannes Hofer, in 1688 first time introduced the word nostalgia in quite a while hypothesis offered to Johannes Harder, a Doctor of Philosophy in like manner, Medicine and Professor of Anatomy and Botany at the University of Alsace. He was the principal character to depict thoughtfulness as a clinical circumstance and portrayed as "a troublesome yearning to get back" or mental explanation for "pining to return home". However, in later time it was described even more thoroughly, nostalgia insinuates an aching for the past, or a warmth for significant or subtle resources and activities associated with the past, and is fit when individuals feel segregated from a period to which they are associated. That tendency or feeling can be connected with fulfillment or pity [24].

### 10.1 Companies employed Nostalgia Marketing Techniques :

- **Pepsi:** Pepsi is a routine reprobate of Nostalgia Advertising methodologies. Pepsi not simply summons insightfulness from its long picture history (like Coke), yet it similarly praises its various insubordinate advancements. It has even "threw back" to its large name endorsers' jobs, for instance, Beyoncé in that 2014 Pepsi business wherein present-day Beyoncé moves off against more settled striking Beyoncé embellishments [25].
- **Bacardi:** The Bacardi brand has reliably been about enthusiastic social occasions; honestly, the current progressed advancement with the smooth Main Lazer track and insane dance changes is a advancing, their one fifty year celebration ad from 2011 showed a cavorting party from a more settled period to exhort us that Bacardi has been at the center of most get-togethers for more than a century.
- **Calvin Klein:** Calvin Klein in 2014, Calvin Klein obvious to summon some huge 90s sentimentality showcasing approach into their commercial campaigns – terrible dad pants what not. The primary advancements included Marky (Mark Wahlberg) and Kate Moss, while the new commercials Best featured Lottie Moss, Kate Moss' sister caught by the main advancements' visual craftsman's grandson [25].
- **Adidas:** The ascending of athleisure can be credited to the c appendage in notoriety of the Stan Smith shoe frenzy. Customarily, Adidas was pleasingly shocked that a more pre-arranged shoe of theirs had acquired a religion status, so they chose to attempt to bring back another work of art – the Gazelles. They expected to pull on the insightfulness strings while giving it another appeal. The outcome was a smooth progression set forth in a joint endeavor with questionable media synthesis talented specialist – Doug Abraham (of the now destroyed @bessnyc Instagram account), who took pictures from the notable Kate Moss business and redid it. It was propelling gold as Gazelle deals shot up.

### 10.2 Nostalgic products can be of following types:

**Senior Products** denotes to the items existing in past time are proceeded or re-dispatch after long time period to bring out wistfulness sensation of past time related with brand.

**Custom-made Products** denotes to the old period item, which are adjusted in current time to keep up with nostalgic snapshot of association in that specific brand.

**New Product** denotes to new item advancement centering nostalgic sensation.

The above table 3 demonstrates nostalgic products types and gives examples:

**Table 4:** Nostalgic products [25]

Nostalgic products Types	Examples
Senior Products	Galleries, Relaunch of widespread old movie songs, Cadbury’s Wispa bar
Custom-made Products	hum Dono (Rangin) Movie, Remix collections of old melodies, Recent photographs in Black and white example, Old Drama played with new craftsman
New Product	ZoomIn.com Photos (Create Account and all transferred photographs will be put something aside for long life and you can take print duplicates by request

**11. RETURN OF NOKIA USING NOSTALGIC MARKETING APPROACH :**

“A modern classic reimagined.” This is the slogan for the "new" gadget from telephone producer Nokia used. The Finnish organization returned to the planning phase for its most recent line of telephones, one of which adheres intentionally near its unique plan: the Nokia 3310.



**Fig. 4:** Old Nokia 3310 and New Nokia 3310 [26]

With the arrival of the solid Nokia 3310, retro is back in the cell phone gadget fragment. HMD Global, the Finnish telephone producer, which holds the permit for making Nokia telephones, on Sunday rebooted the famous telephone best associated with the Snakes game with new components while possession the element telephone typical unblemished. Below table demonstrates the features of retro Nokia 3310 and modern Nokia 3310.

**Table 5:** Key difference between Retro and modern Nokia 3310 [27].

Features	Retro Nokia 3310	Modern Nokia 3310
Design	113*48*22mm, 133 grams of weight	115.6*51*12.8 mm, 79.6 grams of weight
Display	84*48 pixels,65 pp., Monochrome LCD	240*320 pixels, color LCD
Connectivity	No Bluetooth, No Wi-fi	Micro-USB, Bluetooth, 3.5 mm jack, MicroSD, FM radio
Camera	No camera	2 MP with LED flash
Battery	900 mAh detachable battery, 55 hours standby, 2.5 hours of talk time	900 mAh detachable battery, 31 hours standby, 22 hours of talk time

The below figure demonstrates handset shipments of Nokia from III quarter 2017 to I Quarter of 2021



Fig. 5: Nokia Phones Shipment (in millions) from 2017 to 2021 [28].

In the primary quarter of 2021, that ranges from January to end of March, Nokia Mobile dispatched around 13 million Nokia telephones across the world. The shipment of cell phones almost arrived at 2 million during Q1 2021, contrasted with 1.6 million in a similar period last year, with Africa and portions of Europe being the development drivers. Contrastd with Q4 2020, the shipment diminished from around 2.8 million units. India as the market with most prominent alteration in consignments, where Nokia telephones encountered a 38.4% decrease contrastd with Q4 2020 (QoQ) and a 17% decay contrastd with Q1 2021 (YoY) [28].

The subsequent are four parts of Nokia ‘s promotion program that have worked with its rebound.

- Focused on Seamless Software Updates/ Enhance Performance: The invention rejuvenates help with working with both speedy working system and security revives. The result is a quality experience for the customer at an open worth point.
- A strong Product Offering at a Good Price: Nokia saw an opening in the mid-range section of the telephone market and set off to offer sturdy and solid gadgets at sensible costs
- Quick in getting the product to market: Nokia has effectively abbreviated new item presentation cycles, empowering it to come out with new items more quickly than contenders. In the first eight months of 2019, the firm launched five devices. This speed to advertise with advancements for the designated section, has most likely been a factor in the organization’s prosperity.
- Focused on effective partnership: The cell phone industry is unpredictable in that associations with providers, transporters, and retailers are instrumental to both new item improvement and dispersion. On the retail side, HMD Worldwide has combined with enormous retailers including Amazon and Best Purchase, among others. As far as transporters, the organization presently has standing joint efforts with driving remote suppliers in the U.S. counting Cricket Remote, AT&T and Verizon.

## 12. SWOC ANALYSIS :

SWOC analysis is an essential arranging technique used to investigate outer and inward factors which influence organization achievement and development. firms use SWOC analysis [29-35] to decide the qualities, shortcomings, openings, and difficulties of their firm, items, and rivalry.

### Strengths:

- Since Nokia is perhaps the most established organization in the world. It has acquired dense knowledge and data about the business areas all throughout the world. Its brand is its strength.

- Nokia has the most knowledgeable and mechanically progressed persons in its labour force. In the field of versatile and cell phones, it has added confidence by giving excellence phones. Without an effective labor force and aptitude, it would not occur
- Nokia has been giving various types of things to its market and have additionally been taking client investigation. By this, they have been making solid information bas
- Nokia has a tremendous and strong telecom station. To scatter its things through the countries of South Asia, it has set up customer care centers and retail shops to sell its phones.
- The products Nokia manufactures and trade have a reliable standing. Hence, the trade regard remains high. Along these lines, when an individual buys a thing from Nokia, they understand they can sell it at an extreme expense if they need to do it in future

**Weakness:**

- In the developing market, Nokia has been incredibly slow to demonstrate a desire to be more serious in this area. Furthermore, they have not entered any of the field's small-scale competitions. This is why Nokia was unable to compete with Apple and Samsung in 2007.
- Nokia is not very much delicate and receptive to the new changes to client assumptions.
- After sale, service is poor. Because they own very few service centers.
- Nokia consumed much amount of time to release high productive smartphone market,

**Opportunities:**

- Mobile phone market is growing, it is right opportunity for Nokia to re-conquer the lost market by producing smartphone according the latest trends to become a Trend Setter.
- Every country is moving towards digitalization, Nokia must recatch this chance to sell and expand its market all over the market.
- To Explore more in the space of distributed computing and capacity to build the User Experience [36].
- The Nokia Corporation might have the option to take advantage of new business sectors because of recent fads in buyer conduct. It offers the organization a gigantic chance to create new income streams and venture into other item classes.

**Challenges:**

- The company must become more responsive, focusing on high-end smartphones, application processors, and its app store.
- Many mobile manufactures have started producing high end smart phone for low cost selling price.
- Since world is moving towards digitalization, should be Concentrate on rural parts of the world
- Retaining the lost market is the biggest challenge, by manufacturing phones as per the requirement of customers can gain the confidence and lost market.
- Dependence on online business as the primary appropriation channel [37].

**13. SUGGESTIONS :**

- Nokia should do a 360-degree analysis of the present market condition and developments, as well as a 360-degree study of its own. Nokia should examine all aspects of present customer demand and need.
- Innovation is the only key to regain its glory, If Nokia want to recover its glory, they must increase innovation activities.
- Growing brand upgrade and support its brand in customers mind, with this Nokia can build its repo in the market.
- Nokia must step into new business plan and marketing strategy, Implementing umbrella brand strategy.

**14. FINDINGS OF THE STUDY :**

In this paper, we have analyzed, reviewed and identified the major reasons for the downfall of Nokia. Firstly, we analyzed the history of Nokia, then reviewed its various versions of its products against the features, later we identified various reasons which caused Nokia to lose its legacy. It is found that Nokia

didn't/Failed to analyze the smartphone market and became unsuccessful to understand the need of then customers. It's lack of innovation is also a major reason to lose its legacy. In 2017 Nokia came with nostalgic marketing approach by re-creating its old Nokia 3310 handset with modern features such Bluetooth, GPS, Wifi. With the help of SWOT analysis, we mentioned its strengths, weakness, Opportunities and possible threats.

### 15. CONCLUSION :

Nokia was truly well known for its real interface plan and other ergonomic parts of its cells. They were inventive especially in compacting an especially tangled genuine interface plan into a little adaptable mechanism. Due to lack of strategy, slow moving in implement innovative technology and good forecasting it lost its market from 2007. This investigation paper originally presented the History of Nokia, then analyzed the features of Nokia smartphones with its rivalries such as Apple, Samsung. After that, this research paper reviewed the reasons for Nokia's fall down, later this article came across Nostalgic Marketing Approach which Nokia used by introducing its vintage brand Nokia 3310 to regain its glory in the smart phone market. This article also suggested plans to brand its smartphone in the market.

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