MINOR PROJECT REPORT ON MARKETING STRATEGY OF NOKIA



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ACKNOWLEDGEMENT

I WOULD LIKE TO CONVEY MY HEARTFUL THANKS TO MISS MONIKA, MY BUSINESS LAW TEACHER WHO ALWAYS GAVE ME VALUABLE SUGGESTIONS AND GUIDANCE DURING COMPLETION OF THIS PROJECT REPORT . SHE HAS BEEN A SOURCE OF INSPIRATION TO ME DURING THE COMPLETION OF MY PROJECT WORK. SHE HELPED ME UNDERSTAND AND REMEMBER IMPORTANT DETAILS OF THE PROJECT REPORT THAT I WOULD OTHERWISE FORGET . MY PROJECT REPORT HAS BEEN A SUCCESS ONLY BECAUSE OF HER GUIDANCE .

TEACHER'S NAME :MONIKA

SIGNATURE :

CERTIFICATE

This is to certify that Sarthak Sinha of class 404, 2nd shift , course bba(b&I) ENROLLMENT NUMBER-35121201819 of Maharaja Surajmal Institute has completed minor project report under my supervision . He has taken proper care and shown utmost sincerity in completion of the project .

I certify that this project is up to my expectations and as per the guidelines issued by GGSIPU .

TEACHER'S NAME : MONIKA

SIGNATURE

CONTENTS

TOPICS	PAGE NO.
Chapter 1- Purpose of study 1. Objective of the project report 2. Scope of the project report	4-5
Chapter 2-Introduction 1. About marketing 2. About marketing strategy 3. Constituent part of marketing strategy 4. Information need for marketing strategy	6-12
Chapter 3-Company Profile 1. History 2. Introduction 3. Vision and mission 4. Challenges of growth 5. Services offered 6. Distribution structures 7. Research centre 8. Logos 9. SWOT analysis 10. Competition information 11. Market share 12. Problem facing	13-34
Chapter 4- Relate the topic with the organisation **Chapter 5-Conclusion**	35-45 46
Bibliography	47

Chapter 1
Purpose of study

1.Objective of the Project Report

1. To study about the Nokia company

2.To study about the company profile (organization structure, company's competition etc)

3. To study the marketing strategies of the Nokia company.

2. Scope of Project Report

1. This project helps me to know about Nokia organization.

2. This will help me to know more about the marketing strategies of Nokia organization.

3. This will also help others to get the properly maintained project on Nokia company ad to know about their marketing strategies.

Chapter- 2

INTRODUCTION

MARKETING

The 'marketing concept' proposes that to complete its organizational objectives, an organization should anticipate the needs and wants of potential consumers and satisfy them more effectively than its competitors. This concept originated from Adam Smith's book *The Wealth of Nations* but would not become widely used until nearly 200 years later. Marketing and Marketing Concepts are directly related.

Given the centrality of customer needs, and wants in marketing, a rich understanding of these concepts is essential:

Needs: Something necessary for people to live a healthy, stable and safe life. When needs remain unfulfilled, there is a clear adverse outcome: a dysfunction or death. Needs can be objective and physical, such as the need for food, water, and shelter; or subjective and psychological, such as the need to belong to a family or social group and the need for self-esteem.

Wants: Something that is desired, wished for or aspired to. Wants are not essential for basic survival and are often shaped by culture or peer-groups.

Demand: When needs and wants are backed by the ability to pay, they have the potential to become economic demands.

Marketing Strategy, conducted for the purpose of new product development or product improvement, is often concerned with identifying the consumer's *unmet needs.* Customer needs are central to market segmentation which is concerned with dividing markets into distinct groups of buyers on the basis of "distinct needs, characteristics, or behaviours who might require separate products or marketing mixes." Needs-based segmentation (also known as *benefit segmentation*) "places the customers' desires at the forefront of how a company designs and markets products or services. Although needs-based segmentation is difficult to do in practice, it has been proved to be one of the most effective ways to segment a market. In addition, a great deal of advertising and promotion is designed to show how a given product's benefits meet the customer's needs, wants or expectations in a unique way.

What marketing strategy is?

Marketing strategy is a long-term, forward-looking approach and an overall game plan of any organization or any business with the fundamental goal of achieving a sustainable competitive advantage by understanding the needs and want of customers.

Scholars like Philip Kotler continue to debate the precise meaning of marketing strategy. Consequently, the literature offers many different definitions. On close examination, however, these definitions appear to centre around the notion that strategy refers to a broad statement of what is to be achieved.

Strategic planning involves an analysis of the company's strategic initial situation prior to the formulation, evaluation and selection of market-oriented competitive position that contributes to the company's goals and marketing objectives.

Strategic marketing, as a distinct field of study emerged in the 1971s, and built on strategic management that preceded it. Marketing strategy highlights the role of marketing as a link between the organization and its customers.

What should a marketing strategy consist of?

Many businesses use bespoke strategies that are relevant to their industry. It is vital not to copy a marketing strategy of competitors in the same industry. Whilst you can take concepts, a marketing strategy should be unique, show your identity and highlight your position in an industry and how you intend to grow.

Market Research

This means organising, collecting and writing down important data about the audience and market who are currently buying the products and services that you will sell. Areas to consider include:

- Customers – demographics, market segment, needs, buying decisions.
- Products/ Services – what's out now? What is your competition doing?
- Current sales in the industry
- Benchmarks in the industry
- Suppliers – vendors you will need to rely on.

Mission Statement

Your mission statement basically provides your business with an identity. It should be a few sentences that describes who you are, what you do, who you provide to, and why they should choose you.

Moirae Creatives mission statement is this:

"Moirae Creative are an award-winning full-service creative agency offering websites, social media and digital marketing. Our work inspires growth and creates engagement for SME's in the Yorkshire region."

4P's Marketing Mix

It is essential to include the 4P's of the marketing mix. These are product, place, price, and promotion. The 4P's help to firmly position your business, services, or products in your industry. The 4P's can also be used to help you decide how to take your products to market.

When using the 4P's marketing mix there are a few questions you must answer for your marketing strategy:

Product

- What does the customer want from your product/ service?
- How is it differentiated versus your competitors?
- What issue or problem does it need to solve?

Place

- Where can buyers find your product/ service?
- How can customers get information and access to your products/ service?
- What do your competitors do?

Price

- What is the value of your product or service?
- How will your price compare to competitors?
- Should there be any discounts considered for a type of customer?

Promotion

- How will you get your marketing message across to your target audience?
- How will you reach your audience? E.g. social media, advertising, TV, direct mail?
- When is the best time of year to promote?

Promotion Strategies

Promotion strategies takes into consideration how you intend to win prospective clients. Many businesses have a different approach to this. Writing for experience, you should look to link as many options as possible, but you must create a workflow on process of winning a new client. Here are a few examples of how to win new clients:

- Networking – check out events in your area
- Direct marketing – ensure it tells a story about your business
- Advertising
- Training programmes and courses
- Write articles and blogs – like this one (I'm waiting for your call!)
- Tradeshows – get out there and meet industry specialists
- Cold-Calling – The big one! Certain to fail without doing this.

What information is needed for marketing strategy?

The key in the marketing strategy is to understand and match the capabilities of your firm to the opportunities available in the market. We need a range of information such as:

1.MARKET DATA: data about the size and growth rate of the market, who potential customers are, what they buy, when they buy, from whom and through whom do they buy, etc.

2. COMPETITIVE DATA: data on who direct competitors are, their products, prices, etc. It also helps to identify indirect or potential competitors who may take you by surprise.

3.INTERNAL DATA: data within your business will help to assess the strengths and weaknesses of your product/service and its core capabilities.

Your business judgement will play a key part in deciding marketing objectives, target markets and suitable positioning strategies.

Chapter-3
Company profile

HISTORY

In the year 1865 Fredrik Idestam built a paper manufacturing mill in Southern Finland and followed it up by launching a second mill in the nearby town of Nokia in 1868. Three years later Idestam transformed his company to a share company and the Nokia company was formed.

Nokia kept growing through the 19th century and in the 1960s the company branched out into electronics. In the next two years it developed a host of electronic devices including radio telephones for the army. In 1979 Nokia took its first steps into telephony by creating Mobira Oy in a JV with Finnish TV maker Salora, and they created the Nordic Mobile Telephone (NMT) service. This was the world's first international cellular network and in the 80s, Nokia launched its first car phone called the Mobira Senator.

Five years later Nokia launched the Mobira Cityman, the first mobile phone that would run on the company's NMT network. At 800 grams and priced at $6,308, it may be heavy and pricey by today's standards, but the device soon hit cult status when Mikhail Gorbachev was photographed using the device.

Introduction

The 90s were the glory years for the Finnish company. In 1994, Nokia launched the 2100 with the now iconic Nokia ringtone. Three years later it launched *Snake,* one of the most widely recognized mobile games of all time. The Nokia 2100 was such a big hit that it went on to sell more than 20 million handsets worldwide, much higher than what the company had predicted.

In 1997, Nokia also launched the Communicator, which 11 years before the first iPhone was considered to be much ahead of its time. The device not only looked cool, but also offered features like email, fax, calendar and a massive display.

The same year, Nokia also launched the 6110 and the 5110 two more devices, which were way ahead of their time and competition. These devices offered a much sleeker way of text messaging, a beautiful menu system customization options like multiple color snap-on covers. These devices were followed by the 7110, which offered basic web functions, the 7650, with a built-in camera and the 6650, the company's first 3G enabled smartphone.

By 1998, Nokia had firmly established itself as the global leader. Where its rivals like Apple, Sony and Siemens had failed to predict the global demand, Nokia sailed through these years with a turnover that increased 500 percent from $ 8.9 billion to $42.8 billion.

There is an old Finnish tale, which talks about Sampo, an engine of eternal wealth created by the poor people of Kalevala. Sampo essentially grinds out gold, salt and wheat from three horns, day and night, but as nothing good lasts forever, one day Sampo drowns to the bottom of the lake and the people of Kalevala are returned to their gloom and poverty.

As is with old tales, one can easily relate Nokia to the Sampo. After the glorious 90s, in 2007 things began to go downhill — and rapidly. In the year 2009, Nokia posted its first quarterly loss in more than a decade. This was largely due to HTC developing a smartphone running on the yet new Google Android operating system. With the iPhones and various Android smartphones taking the market by storm, Nokia failed to keep up with them. Instead of joining the horde of Android adopters, Nokia's new CEO Stephen Elop joined hands with Microsoft to develop smartphones running on the Windows Phone platform.

Though the partnership saw the development of Nokia's popular Lumia series of smartphones, Nokia wasn't able to rekindle its glory days.

On September 3, 2013, nokia hardware department has been acquired by Microsoft in a deal worth $7.2 billion. After eight months, the deal was completed today and with it came the end of an era.

VISION AND GROWTH

Our vision is a world where everyone is connected. With mobile subscriptions about to reach four billions, we are closer to our vision than anyone could have imagined just a few years ago. Our business benefits people, communities and the environment in new and exciting ways. As our business expands, so do our responsibilities. This sense of corporate responsibility(CR) is a fundamental part of who we are .Considering the wider impact of our actions is embedded in the nokia values, which guide our behaviour, and in the nokia code of conduct, which gives guidance to our everyday work. Global challenges such as climate change and poverty concern us all .As a business that affects the lives of billions around the world. Nokia is in a key position to offer solutions to these challenges. We bring the benefits of mobile technology to more people in ways that reflect our values and responsibilities.

Challenges and growth

With a young, united and energetic leadership team at the helm, Nokia's early success was primarily the result of visionary and courageous management choices that leveraged the firm's innovative technologies as digitalisation and deregulation of telecom networks quickly spread across Europe. But in the mid-1990s, the near collapse of its supply chain meant Nokia was on the precipice of being a victim of its success. In response, disciplined systems and processes were put in place, which enabled Nokia to become extremely efficient and further scale up production and sales much faster than its competitors.

Between 1996 and 2000, the headcount at Nokia Mobile Phones (NMP) increased 150 percent to 27,353, while revenues over the period were up 503 percent. This rapid growth came at a cost. And that cost was that managers at Nokia's main development centres found themselves under ever increasing short-term performance pressure and were unable to dedicate time and resources to innovation.

While the core business focused on incremental improvements, Nokia's relatively small data group took up the innovation mantle. In 1996, it launched the world's first smartphone, the Communicator, and was also responsible for Nokia's first camera phone in 2001 and its second-generation smartphone, the innovative 7650.

Online services

Mobile web

Nokia was the first proponent of a Top Level Domain (TLD) specifically for the Mobile Web and, as a result, was instrumental in the launch of the .mobile domain
name extension in September 2006 as an official backer. Since then, Nokia has launched the largest mobile portal, Nokia.mobi, which receives over 100 million visits per month

OVI



Ovi was announced on August 29, 2007. It is the brand for Nokia's Internet services. The Ovi services can be used from a mobile device, computer (through Nokia Ovi Suite) or via the web. Nokia focuses on five key service areas: Games, Maps, Media, Messaging and Music. Nokia's aim with Ovi is to include third party developers, such as operators and third-party services like Yahoo's Flickr photo site. With the announcement of Ovi Maps Player API, Nokia has started to evolve their services.

MY NOKIA

Nokia offers a free personalized- service to Nokia owners called My Nokia, users can

get free services as follows:

• Tips & tricks alerts through web, e-mail and also mobile text message.

• My Nokia Backup: A free online backup service for mobile contacts, calendar

logs and also various other files. This service needs GPRS connection. Ringtones, wallpapers, screensavers, games and other things can be downloaded free of cost.

Nokia messaging

Nokia Messaging operates as a centralised, hosted service that acts as a proxy between the Nokia Messaging client and the user's e-mail server. The phone does not connect directly to the e-mail server, but instead sends e-mail credentials to Nokia's servers. IMAP is used as the protocol to transfer emails between the client and the server. It was launched on 13 August 2008.

NOKIA DISTRIBUTION STRUCTURE IN INDIA

When it comes to distribution, Nokia's lead is clear. Today, India has some 1,10,000 out lets that sell mobile phones. Out of these, according to companies own conservative estimates, 50,000 stores have only one brand available - Nokia.

Nokia started distributing its phones through a partnership with HCLI (formerly Hindustan Computers Ltd.), which had already built an extensive network for its own products. Recently, Nokia has decided to supplement that with its own distribution efforts. Nokia believed that there was a tremendous growth opportunity and it was best exploited when the resources utilization of both companies was optimized. Nokia and HCLI have decided to develop a go-to-market strategy to jointly address the coverage needs of the urban and widely dispersed rural areas, while rest are handled individually. Nokia has always been secretive about its operation and strategies and have not spelt out clearly how the two partners have divided the markets, but some do clues exist in the way demand is shaping up. In the cities where the market is maturing, buyers are looking at more sophisticated mobile phones, such as Nokia's E series phones (which serve business users) and the N-series (which have multimedia features). In rural India -- which constitutes 70% of the population -- affordability is an issue. So there is a different range for this constituency. Different types of retail fronts selling Nokia mobiles are:

Nokia concept stores

A one-stop shop for mobile users has been brought into existence to provide an opportunity for consumers to "experience the product “before purchasing it. Trained
NOKIA
Connecting People These stores would help Nokia strengthen it brand and at the same time save costs

that it incurs in distributing to the dealers. Although it would have to bear the costs of training the employees but the transportation cost would be greatly reduced. It would also give the company the advantage of exclusivity. Since it has been opened in only metro and important cities, therefore, it would not be subject to state sales tax, if the CFA is located in the same city.

Nokia Priority Dealers

Nokia Exclusive Stores namely PRORITY DEALERS are all franchised outlets.The franchisee must fulfill certain criteria, for example, in the case of an existing store that would

be converted to a priority dealer, there must be a certain number of footfalls, the location of the store should be prime real estate in that region, and certain other standards.

Nokia provides support to these outlets in the form of help in visual merchandising, furniture etc. against a certain deposit by the owner which is refundable at the end of the contract if need be.

Multi Brand Dealers

Apart from its Nokia Priority dealers and concept stores, the company distributes its product to many organized multi-brand mobile stores with nation-wide presence in India and recognized for their service and price discounts. Few of the major players are

- Hotspot
- Univercell

Nokia Research Center

Nokia Research Center (NRC) is chartered with exp bring new frontiers for mobility and solving scientific challenges in order for Nokia to deliver irresistible mobile experiences in the future. Founded in 1986, NRC is Nokia's corporate research arm and part of the CTO organization. This year NRC celebrates 25 years of innovations that have transformed the lives of billions of people around the world.

From its beginnings in Helsinki, NRC has expanded by establishing laboratories worldwide, strate gically locating them to collaborate with leading universities, research institutions and industrial partners. The result is impressive records of inventions that have shaped today's mobile industry and pave the path for the future.

NRC's global research network is based on five labs with 500 people operating from 12 locations worldwide: NRC North America Lab, NRC Euro lab, and NRC Growth Economies Lab, NRC Media Technologies Lab and NRC Radio Systems Lab. Supporting these labs is the NRC Prototyping unit.

LOCATION

1. Bangalore

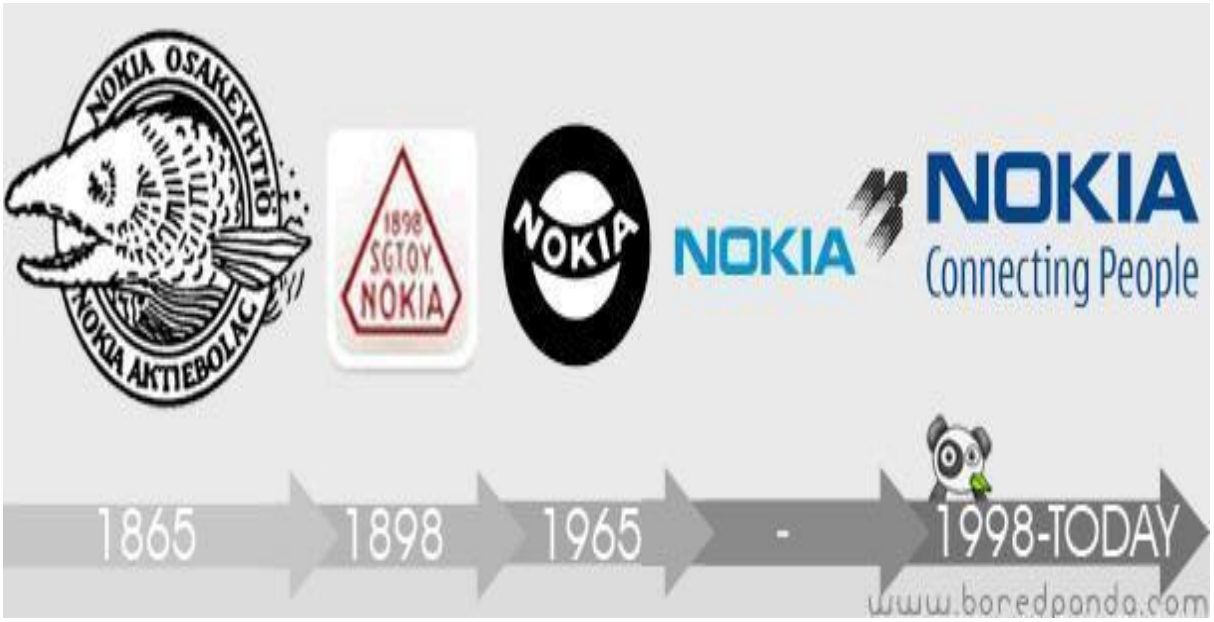
2. Beijing

3. Berkeley

4. Cambridge UK

5. Cambridge US

Logos


NOKIA OSAKEYHTIÖ
NOKIA AKTIEBOLAG
1898
SGTOY.
NOKIA
NOKIA
NOKIA
Connecting People
1865
1898
1965
-
1998-TODAY
www.boredpanda.com

SWOT ANALYSIS

SWOT ANALYSIS

SWOT analysis is a strate gic planning method used to evaluate the Strengths, Weaknesses, Opportunities, and Threats involved in a project or in a business venture. It involves specifying the objective of the business venture or project and identifying the internal and external factors that are favorable and unfavorable to achieve that objective. The technique is credited to Abert Humphrey, who led a convention at Stanford University in the 1960s and 1970s using data from Fortune 500 companies.

A SWOT analysis must first start with defining a desired end state or objective. A SWOT analysis may be incorporated into the strategic planning model. Strategic Planning has been the subject of much research.

1. Strengths: characteristics of the business or team that give it an advantage over

others in the industry.

2- Weaknesses: are characteristics that place the firm at a disadvantage relative to

others.

3- Opportunities: external chances to make greater sales or profits in the

environment.

4. Threats: external elements in the environment that could cause trouble for the business.

SWOT Analysis of Nokia:

Nokia Corporation is one of the world's largest telecommunications equipment manufacturers. It has since established a leading brand presence in many local markets, and business has expanded considerably in all areas to support customer needs and the growth of the telecommunications industry. Nokia also produces mobile phone infrastructure and other telecommunications equipment for applications such as traditional voice telephony, ISDN, broadband access, professional mobile radio, voice over IP, wireless LAN and a line of satellite receivers. Nokia provides mobile communication equipment for every major market and protocol, including GSM, CDMA, and WCDMA.

SWOT analysis is the tool which helps the organization to understand where it stands. The SWOT analysis of Nokia make it understand that where Nokia stand in the market.

Strength:

1. Nokia has largest network of distribution and selling as compared to other mobile phone company in the world.

2. It is backed with the high quality and professional team in the HRD Dept.

3. The financial aspect is very strong in case of Nokia as it has many more profitable business.

4. The product being user friendly and have all the accessories one want that is why is in great demand making it No-1 selling mobile phones in the world.

5. Wide range of products for all class.

6. The re-sell value of Nokia phones are high compared to other company's product.

Weakness:

1. Nokia have high prices as compared to others but its good quality and reliable products somehow cover this weakness of Nokia.

2. Some of the Nokia products are not user friendly which didn't get success in the market.

3. Nokia's sales and service centers are very few therefore it's after sale service is not impressive. If the customers face the problem in the product then they have to face difficulty.

Opportunity:

1. Nokia can expand its market share by introducing brand in new market and by catering new target market as well.

2. It can also capture more market share and attract more customers in existing market by changing price and introducing new product range and also by innovating product features of existing products.

3. Telecommunication market is growing rapidly and more people are being interested towards the industry so it is great opportunity for Nokia to expand market share and to grow as well.

4. Through excessive advertisement and effective market communication it can strong its reputation and increase its sales and ako create good brand image among the people.

5. As the standard of living in India has increased the purchasing power of the people as increased as well, so Nokia has to target right customer at right time to gain the most out of the situation.

Threats:

1. As the telecommunication industry is increasing with that not only opportunities increasing but also threats are equally increasing with the growth of the telecom industry.

2. The completion is getting explosive with the growth of the market. More and more competitors are entering in the market which is a big threat for Nokia.

3. Some competitors offer products at low prices and as the economy is falling down the customers are more attracting towards the products of low prices. So those competitors can take away the market share of Nokia.

4. Another threat for Nokia is the growth of WLL network because Nokia provides CDMA cell phones so its products can go toward the down fall with the rise of WLL

COMPETITOR INFORMATION

1. SAMSUNG

In 1996, Samsung electronics' telecommunication network division became the first in the world to utilize commercialized CDMA services. by year 2002, Samsung electronics has grown into a world's telecommunications network leader,ranking third in the world's wireless communications market share and 55% in the domestic market.

Samsung Electronics overtook Sony as one of the world's most popular consumer electronics brands in 2004 and 2005, In Q3 of 2011, Samsung has overtaken Apple to become the World's Largest Smartphone maker. In 2010, Samsung announced a 10-year growth strategy centered around five businesses. In Q1 of 2012, Samsung overtook Nokia as the world's best selling cell phone brand, shipping over 93 million units. Samsung are also the current sponsors of Chelsea Football Club.

2. MICROMAX

Micromax is a telecommunications company based in Gurgaon, Haryana, India. It focuses on the manufacture of mobile telephones. It has 23 domestic offices across the country and international offices in Hong Kong, USA and Dubai. Presently, the company has 500 employees.

Micromax is the 12th largest handset manufacturer in the world. With an in-depth understanding of rapidly changing consumer preferences, coupled with the use of advanced technologies.

MARKET SHARE OF NOKIA

Shipments and market share of top 5 Smartphone vendors (IN MILLIONS)

Vendor	IQ 2012UNITS SHIPMENTS	IQ 2012 MARKET SHARE	IQ 2011 UNITS SHIPMENTS	IQ 2011 UNITS SHIPMENTS	% change
Samsung	42.2	29.1%	11.5	11.3%	267.0%
Apple	35.1	24.2%	18.6	18.3%	88.7%
Nokia	11.9	8.2%	24.2	23.8%	-50.8%
Research in motion	9.7	6.7%	13.8	13.6%	-29.7%
HTC	6.9	4.8%	9.0	8.9%	-23.3%

The shipment of nokia has declined from 24.2 in 1st quarter 2011 to 11.9 in 1st quarter 2012. The market share of nokia has declined from 23.8% in 2011 to 8.2% in 2012

Problems Facing the Organization

1.With market scenario changing, smart phones are increasing their share of total mobile phones market. Although Nokia too has presence in this segment, but with multiple recent offerings launched by Blackberry, Apple and Samsung market is set to become more competitive for Nokia. Compared to Nokia all these companies are offering better credit terms and margins and this may lead to dealers and RDSS moving over to these competitors.

2. Dealers reported Nokia's executives never try to pressurize them in keeping their phones on prominent displays or push sales when customer walks into the store. On the contrary, LG, Samsung and other rival brand's sales executives repeatedly exhort dealers to keep their products in prominent displays. They even ask the dealers to push their handsets when customer asks for Nokia. Till now Nokia has done strong promotion and relied on the pull of its products and brand to make the sales. But in future, as the market gets competitive, Nokia will find this tougher and should start forming strategy to counter such moves of its competitors.

3.Service centers of Nokia are managed by HCLI in assistance with Nokia personnel. Although, defects and problems in hand sets have been very low compared to competitors, the handling of service has not been impeccable. Service centers usually take time and at some centres have long waiting list. This makes customers to move to cheaper and convenient local mobile repair shops. As parts used are not genuine and sometimes results in hand set damage, customers end up blaming Nokia as much as they blame Local shop.

Chapter 4

Relating the topic with the organisation

Introduction

Marketing strategy of a company in a new country plays a vital role in determining its future in that country. Knowing that Indian market is very different from other markets it was already operating in, Nokia came up with an India-specific strategy or a global strategy. It adapted the to Indian conditions by launching new products and enhancing the products with features designed specifically for local customers, as well as promotional campaigns targeted at Indian audience to gain a foothold in the market. To capture the widespread Indian market, it developed an extensive distribution network which also helped it take its products to rural markets in India. Here, to discuss the strategy, we consider the simple concept of 4 P's, namely; product (customization), price, place (distribution) and production.

1. Product:

1998 was 51st year of Indian independence, hence Nokia provided the ring tone of National son “Saare Jahan se Achha ye Hindustan Hamara” in 5110 model. The introductory offer for

this model also had inter-changeable covers. The success of 5110 initiated Nokia to focus on feature-specific localization. In1999, Hindi (national language, and mother tongue of 43% Indians) user interface was provided in Nokia 3210. Also, Nokia also tied up with Sony music for top 20 hit songs as ring tones.

The most successful customization came in 2003 when Nokia came with 1100 and 1108 specifically designed for Indian market. It had features of anti-slip grip, dust

Nokia also tied up with Bharti cellular in 2005 to customize its handsets through which its users could access multimedia services by using an additional key on the mobile phone. Also since many FM channels were introduced in India in early 2000's, Nokia banked on the opportunity by coming with FM phones attracting a lot of youth. Later on in 2005, Nokia came with SMS services in other Indian languages including Marathi, Tamil, Bengali and Kannada.

In another attempt to give India handsets which will enable them to use more features, Nokia is in process of making cheap GPRS enabled handset. In this handset, the users can surf the net at a very reasonable price. Again targeting the low and middle income class, who are interested in using the new facilities available.

In 2011, Nokia has extended the range of products with Windows Phone by introducing the Nokia Lumia 610, the most affordable Lumia yet. It aimed at young people who want an affordable introduction to Lumia and Windows Phone, the Nokia Lumia 610 provides easy access to social networks, web browsing, music, games, navigation and tens of thousands of apps in the Windows Phone Marketplace. It comes in four vbrant colors.

The Nokia Lumia 900, which launched in January as Nokia's first LTE-enabled Smartphone, will now be available in Dual Carrier HSPA for up 42.2 Mbps. The superior content experience of the phone's 4.3 inch Clear Black AMOLED display and large capacity battery will be available to more countries around the world.

In 2012, Nokia unveiled the Nokia Asha 308 and Nokia Asha 309. Its Nokia's most affordable capacitive touchscreen devices to date. "Nokia's Asha Touch family

The Nokia Asha 308 and Nokia Asha 309 are 2G-enabled devices featuring a 3.0" WQVGA capacitive display, multiple home screens, stereo radio, loud speakers and up to 32GB microSD card support. The Nokia Asha 309 is the single SIM variant with Wi-Fi, while the Nokia Asha 308 is a dual SIM device featuring Nokia's industry-leading Easy Swap techno bgy. Easy Swap enables people to switch between multiple SIM cards quickly and easily to get the best local tariffs without having to remove the battery or tum off the phone. The

phones ako come with the free* gift of 40 premium EA games, social features such as standalone Facebook and Twitter clients, the Nokia Messaging Service, and video streaming through the browser from sites like YouTube - a first within the Asha Touch range.

2. Pricing

Pricing of the phones was of prime importance for success in India. Being a developing country, the purchasing power of the people was not high as compared to other developed countries. Research unveiled that phones of lower price range (below Rs8000 or $200 approx.) amounted for 65% of the total sales in India. Nokia depended majorly on rural market, there fore, pricing was a major success factor for the company. Nokia did achieve success in India, in spite of the fact, that its handsets were not the cheapest in the market.

Nokia 1100, which was specially launched for India, was priced at Rs. 4000. This price, although was at a premium as compared to entry level phones, but was enhanced with several special features which were not available in other phones of the same price. The head of marketing at Nokia India, Sanjay Behl said, "The phone is a combination of product benefits and pricing". This model further became the best selling model e ver in India. It also increased the brand preference of Nokia from 66% t*o* 77% within 9 months of its launch. This show how nature of Indian consumer is value sensitive. The major strategical move by Nokia in this regard was that it charged a lower price in India than most of other countries for the same model.

In 2012, nokia launched NOKIA ASHA, pricing at less than Rs 6000. It was enhanced with more special features which were not available in other phones of the same price. It is a touch screen phone which comes with a single as well a dual sim, gives consumer fast web access at low cost. It is a most affordable capacitive touch screen device to the date.

Pricing Strategy Of Nokia

Nokia's current pricing strategy is based on 2 main theories:

1. Penetration pricing- although this strategy is usually for companies that are trying to gain instant market share in a new market, companies who are already well known in the market still do it with new products that carry new technologies so they can take more market share form their competitors.

2. Competitor based pricing- this is used when there is a lot of competition in the market and a company is looking to take another companies market share by offering the same or similar products for a lower price, this happens a lot in the communications market and this strategy is used by every mobile phone producing company that is still in business. Nokia's pricing strategy has proven very effective, this is down to the fact that they first sell the ir products for high prices and have very limited sales but make big profits on each sale, they then lower the price of their product and have lots more sales but they make less profit, but they still make a large profit due to the amount of sales, the other reason that they are so successful is that they offer high quality products and they sell them for the same price and sometimes even lower prices then the competition and have now built up the highest market share, the y currently have 37.2% of the mobile phone market share and are the biggest selling mobile phone company in the world

3. Place

Mobile phones in India are considered as to be consumer durable, hence they are not just sold through exclusive telecom retailers but also through general retailers. Nokia designed modeled its distrbution strategy on lines of FMCG business.

An important reason for the success of mobile phones in India was limited reach of the landline phones in several parts of the country. By mid 2005 the mobile phone sales in smaller towns and cities was higher than those of the metropolitans. The sa les in these urban markets were beginning to saturate. The distribution in these small towns called for non traditional channels. Nokia strengthened their distribution network, and selected distributors from FMCG line or experience holders for durables or automobiles. In fact, about a fifth of the mobile phone sales in India were consumer durables or service providers' shops.

In 1995, Nokia tied up with HCL Infinet for sales and distribution of its phones and appointed them as Nokia distributor for GSM handsets in India. HCL Infinet provided a complete range of Nokia's GSM mobile phones, data products and mobile services. The retail net work they deve bped was very strong and dedicated. They came up with Nokia Professional Centers (NPCs), Nokia Priority Dealers (NPDs) and redistribution stockiest all over India. NPCs were one stop shops for the complete range of Nokia mobile phones, batteries, chargers, accessories, covers, hands free kits and car kits amongst others. It also provided the after sales services for Nokia's handsets.

4. Promotion

Nokia entered India with one for mobile services to start, and had to establish its non popular brand. To build credentials the company used both print and television campaigns. In the early days, print media concentrated on Nokia's status, global R&D and international awards won to establish brand awareness. Even after the market grew, Nokia's advertisements concentrated on product attributes.

Until 2003, Nokia used all their international advertisements with slight modifications in India. For instance, the advertisement for NGAGE showed two young persons getting bored stuck in traffic jam and then they show them combat with super natural powers. It showed how NGAGE could help them pass their time. But it did not have a very good affect on the Indian audience as they could not relate themselves to the people over there. There was needed to make special advertisements for India.

One advertisement that Nokia made in 2000 was a public interest advertisement, urging users to switch off their cell phones while watching movies. It showed a clip where hero picks up an argument with person sitting in front row in a movie theatre. One of the advertisements was for Nokia 2280 which was offered in bundle with reliance mobile connection. This was a simple one which educated the audience of availability of cheap handset with bundled airtime

Cricket is considered a religion in India. Nokia has had a strong association with the sport through its advertisements. In an advertisement released during cricketing season of 2003, a cricket fan was watching cricket with his daughter and a prospective groom walks in, the father throws the ball to him, which he is unable to catch. The dejected young lad starts to walk away, just then the television gets blank. The her brother. It was a audience specific advertisement and encouraged the use of Hindi SMS amongst the rural population

Nokia was not the market leader in colored handsets. To regain its share, it came up with advertisement 'Har Jeb mei Rang' (color in every pocket) for Nokia 2600. It was a very colorful advertisement, showing colors spreading out of Nokia phone.

Nokia came up with some good advertisements around the end of 2007. One of them is starring the superstar of Hindi cinema, Shah Rukh Khan calling Nokia as his friend and companion for 10 years. He expresses how it brings and spreads happiness and how it has been with him through the ups and downs of his life. Other advertisements have been model specific as Nokia's advertisements have always been. Other advertisements include Nokia 7900 Prism, "The new edge in fashion" and Nokia E series, "Success is the name of the game". Another advertisement shows Nokia 1650 with features of cricket game, alarm amongst others at a very reasonable price.

Nokia not only uses advertisements to promote its product, it also uses different methods for the promotion of its products. For instance, in 2011 nokia connects with Ra-one to promote its Symbian belle devices. It has chosen to associate with ra-one to promote its three NFC enabled and Symbian belle devices powered by 1 GHz processor i.e. Nokia 600, nokia 700 and nokia 701. Nokia has enabled Ra.OneNFC zones at 400 nokia priority partner outlets, as well as multiplexes and will engage consumers across retail, its own Ovi online store, TV and print. Special screening tickets will be a vailable for consumers through NFC, and nokia consumers can watch the movie a day before its release. Nokia is going on the offensive in promoting the maps experience in the upcoming

Promotional Strategy Of Nokia

1. ADVERTISEMENT

Advertising is any paid form of non-personal presentation and promotion of ideas, goods or services by an identified sponsor. It is paid communication because the advertiser has to pay for the space or time in which his advertisement appears .Advertisers include business firms but also museums, charitable organizations, and government agencies that advertise to various target publics. Advertisements are a cost effective way to disseminate messages, whether to build brand preference or to educate a nation's people. Organizations handle their advertising in different ways. In small companies, someone handles advertising in the sales or marketing departments, who works with an advertising agency. A large company will often set up its own advertising department, whose manage reports to the Vice President of marketing. The advertising department's job is to develop the total budget, and handle direct-mail advertising, dealer displays and other forms of advertising not ordinarily performed by the agency. Most companies use an outside advertising agency to help them create advertising campaigns and to select and purchase media. Global companies that use a large number of ad agencies located in different countries and serving different divisions have suffered from uncoordinated advertising and image diffusion. Advertising agencies need to redefine themselves as communication companies and assist clients in improving their overall communication effectiveness.

Market segmentation

Market segmentation refers to the different areas of the population that companies can aim their products towards. The market segment that Nokia has chosen to aim is the youth market focusing on students aimed 13-19 as market research has shown that some of the youth market are receiving large amounts of pocket money and most have no real commitments to spend it on and that means they have lots of disposable income and will be able to spend a lot money on new mobile phones. As

a big company Nokia are able to do a lot of promoting and advertising that smaller, less successful companies, may not be able to afford, such as television advertising and sponsoring lots of events that will be viewed or heard by large amounts of people in their chosen market segment (events such as music festivals and music awards are a gold mine for companies as they are viewed by millions of people worldwide). Adverts such as television and print adverts will be put into certain areas so that they can attract their chosen market segment, Nokia tend to put a lot of their print adverts in men's magazines such as FHM and Loaded so they can appeal to all of their readers instead of a smaller percentage of the readers they would attract in magazines such as Lifestyle and Good Housekeeping. I think Nokia's way of promoting is very good as they can appeal to mass markets and large amounts of people in their chosen market segmentation with certain advertisement's and with sponsoring large events.

CONCLUSION

From the above project I had come to this conclusion that nokia has implemented various strategies in developing it products on a large scale & becoming no.1 leader in the world of mobile phones. Nokia has used various techniques to implement its products into the market. As per my opinion nokia had introduced various schemes to attract people & gain more

goodwill into market. I would like to conclude that nokia had been launching various new products & strategies throughout the year. Many people around the globe are purchasing nokia phones as they are very cheap, good & efficient to operate. Nokia had used various marketing strategies to enhance its products into market & also they have used better & efficient market segmentation strategies to market its products according to various segments of customers in the market. Nokia as such has used all modern & good techniques to tackle problems of customers in market. Customer care & feedback is also given more importance to increase the sales of product. Better, efficient & advanced techniques are used to increase the sales of product. Also nokia is largest manufacturer of mobile phones in India. Various promotional strategies are being enrolled into the market to promote the products. New models & their strategies are beng wel utilized to enhance the product

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