TEACHING CASE LETS AND CASE-STUDY

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Case Title	**:**	**Nokia: The Rise, Fall and Potential Revival**
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Nokia: The Rise, Fall, and Potential Revival

Background

Nokia, once a dominant force in the mobile phone industry, experienced a spectacular rise and fall in the first decade of the 21st century. Founded in 1865 as a paper pulp mill in Finland, Nokia transitioned into a telecommunications company in the 1980s and eventually became the world's largest mobile phone manufacturer by 1998.

The Rise

During its heyday, Nokia was celebrated for its innovative products, user-friendly interfaces, and robust build quality. The company's iconic models, such as the Nokia 3310 and Nokia 1100, achieved unprecedented success and became cultural symbols worldwide. Nokia's market leadership was driven by its commitment to quality, durability, and constant innovation. The world's top-selling mobile phone brand was Nokia in October 1998. Operating profit for Nokia increased from $1 billion to over $4 billion for the period 1995 to 1999.

Challenges Faced & The Fall

However, Nokia faced several challenges that led to its decline. One significant factor was its slow response to the smartphone revolution ignited by Apple's iPhone in 2007 and Google's Android platform shortly after. By the year 2007, Nokia accounted for 50% the total number of smartphones sold worldwide, with Apple's iPhone holding just 5% of the market. While Nokia continued to produce reliable feature phones, it underestimated the growing demand for smartphones with advanced capabilities, intuitive interfaces, and robust app ecosystems. Nokia released the "iPhone killer" in 2010, however it fell short of the competitors. Nokia's high-end phones are becoming worse day after day.

Nokia's failure to adapt swiftly to the changing market dynamics resulted in a sharp decline in its market share and profitability. Its partnership with Microsoft to adopt the Windows Phone operating system failed to rejuvenate its smartphone division, further exacerbating its woes. In 2014, Nokia sold its handset business to Microsoft, marking the end of an era for the once-dominant mobile phone giant.

Discussion Questions:

1. What were the reasons which led to Nokia, once a market leader, losing its leadership position?
2. What product management and / or brand management lessons do you draw from the Nokia's case.
3. Does Nokia brand still resonate among consumers? Do you think it has a potential to make a comeback?
4. To stage a successful comeback, on what all aspects does Nokia needs to focus on? Discuss in detail.