

NOKIA

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BACKGROUND

NOKIA IS A FINNISH
TELECOMMUNICATIONS AND
NETWORKING CORPORATION

ITS MAIN HEADQUARTERS ARE
LOCATED WITHIN HELSINKY'S
OUTER AREA

NOKIA IS A PUBLIC LIMITED
COMPANY LISTED ON THE
STOCK EXCHANGE AND NEW
YORK'S STOCK EXCHANGE
MARKET

OVERVIEW

IN 2020 NOKIA HAD APPROXIMATELY 92,000 EMPLOYEES

AS OF 2020 NOKIA EMPLOYED PEOPLE IN MORE THAN 100 COUNTRIES AND WERE TRADING IN MORE THAN 130 COUNTRIES

THEIR ANNUAL REVENUE IN THE SAME YEAR NEARED 23 BILLION EUROS

NOKIA'S EXPERTISE INCLUDES TELECOMMUNICATION, INFORMATION TECHNOLOGY AND ELECTRONICS





HISTORY

- THE COMPANY WAS FORMED ON THE 12TH OF MAY 1865
- THAT IS 156 YEARS OF EXISTENCE TO DATE
- THE COMPANY WAS ORIGINALLY ESTABLISHED AS A PULP MILL
- INITIALLY FORMED IN THE TAMPERE REGION, FINLAND



LEADERSHIP

FOUNDERS:
Frederik Idestam,
Leo Mechelin,
Eduard Polon

MANAGEMENT:
Sari Baldauf
(Chairman)

PRESIDENT&CEO:
Pekka Lundmark



FACILITIES

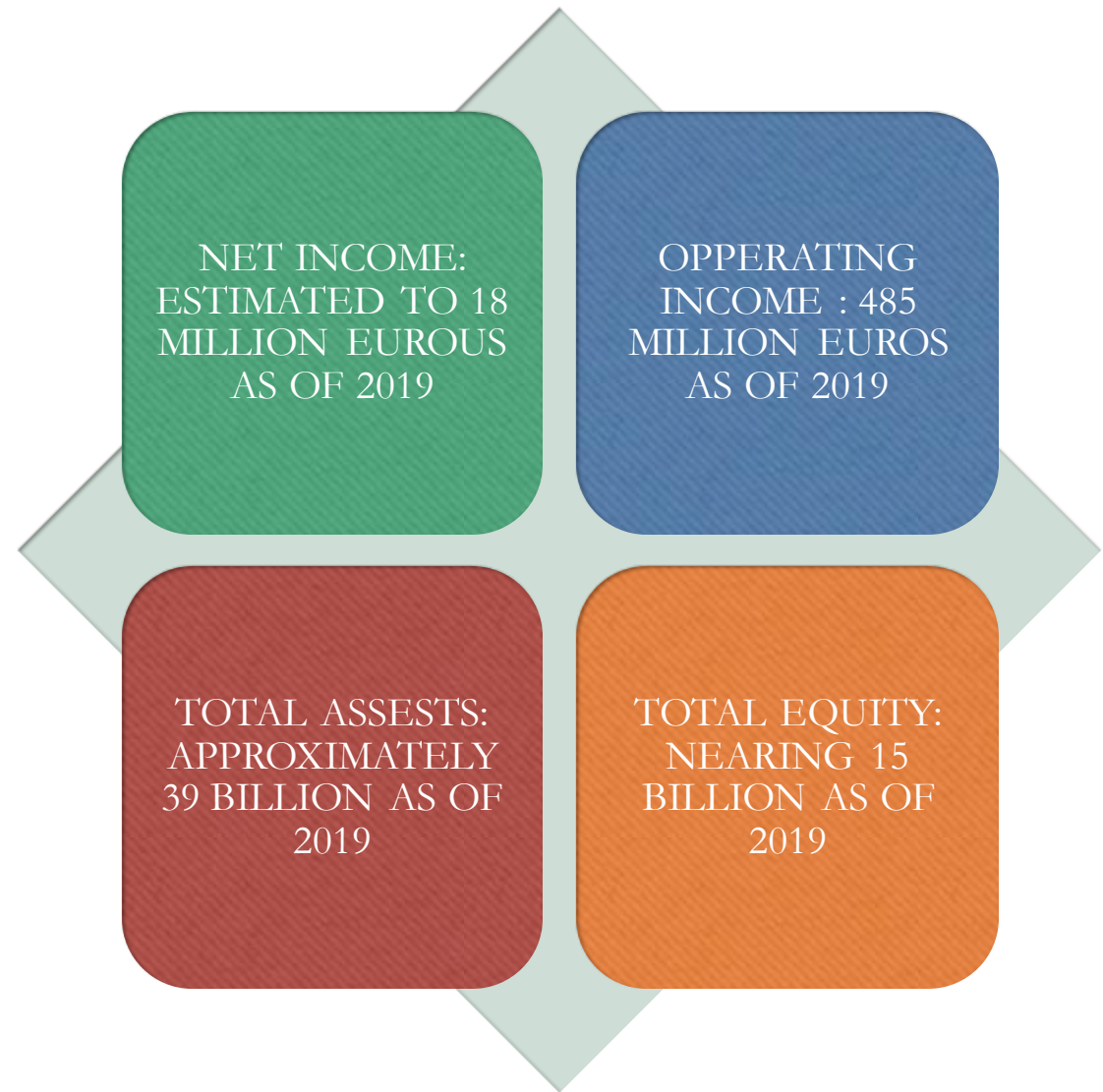
- **TIETO KEILALAHTI CAMPUS** IN ESPOO, RIGHT OUTSIDE HELSINKI (THE CAPITAL OF FINLAND) IS HOUSING NOKIA'S MAIN HEADQUARTERS
- WORLDWIDE, THE COMPANY HAS GOT BRANCHES IN NORTH AMERICA, EUROPE, INDIA, JAPAN, CHINA, MIDDLE EAST AND AFRICA
- NOKIA UK IS LOCATED WITHIN LONDON AREA, IN GREENWICH

GOALS

- NOKIA'S DECLARED MISSION STATEMENT IS TO CONNECT THE WORLD
- NOKIA AIMS TO FACILITATE THE INTERCONNECTIONS TO TRANSFORM THE WORLD AND "TRANSFORM A BIG PLANET INTO A SMALL VILLAGE"



NET WORTH



CHALLENGES BEFORE THE INTRODUCTION OF NEW TECHNOLOGY

NOKIA WAS ESTABLISHED AS A CORPORATION IN 1967, BY THE MERGE OF **NOKIA**, **KAAPelitehdas** AND FINNISH RUBBER WORK

IN THE 1960'S IT DEVELOPED ITS FIRST MODEL OF GAS MASK, **THE M61** AND STARTED WORKING ON SCIENTIFIC EQUIPMENT WITH THE SOVIET UNION

IN THE 1970'S NOKIA STARTED PRODUCING MILITARY DEFENCE EQUIPMENT

IT WAS ALSO MANUFACTURING PORTABLE RADIOS, TELEPHONE SWITCHES AND STARTED DEVELOPING ROBOTICS

DUE TO THE COLD WAR AND ITS TIES WITH THE SOVIET UNION, FINLAND WAS SUPERVISED BY THE USA AND HAD A SECRET AGREEMENT WITH THE PENTAGON

INSIGHTS TO THE MODERN TECHNOLOGY INTRODUCED



- IN 1977 AND 1987 NOKIA MADE SOME IMPORTANT TELEVISION AND COMPUTER MAKERS ACQUISITIONS
- IN 1988, NOKIA PURCHASED THE INFORMATION SYSTEMS OF ERICSSON
- IN 1982 LAUNCHED THE **MOBIRA SENATOR** CAR PHONE, WHICH WAS ALSO THE 1ST MOBILE PHONE DESIGNED BY THE COMPANY
- AND IN AUGUST 1977, NOKIA LAUNCHED ITS FIRST DIGITAL SATELLITES IN THE UK

THE IMPACT OF THE TECHNOLOGY INTRODUCED

THE MOBIRA CITYMANN 900, WAS THE FIRST FULLY PORTABLE MOBILE PHONE LAUNCHED BY NOKIA IN 1987

- IN 1988 NOKIA ACQUIRED MOTOROLA AND BECAME THE BEST-SELLING MOBILE PHONES BRAND
- ALSO IN 1998, NOKIA LAUNCHED ITS FIRST CAMERA PHONE, **NOKIA 7650**
- ON THE 1ST OF JULY 1991 THE FIRST GSM CALL WAS MADE BY THEN FIRST PRIME MINISTER OF FINLAND



LESSONS THAT CAN BE DRAWN FROM THE CASE STUDY

- IN GENERAL NOKIA CAN BE CONSIDERED ONE OF THE LEADING-COMPANIES IN MOBILE TECHNOLOGY INNOVATIONS OF ALL TIMES
- FOLLOWING AN IMPRESSIVE PALMARES BETWEEN THE 1990-2000, NOKIA'S SALES TOOK A DECLINIG PATH IN EARLY 2000'S
- IN 2011 NOKIA MERGED WITH MICROSOFT IN AN ATTEMPT TO KEEP ITS BUSSINES AFLOAT AND MAINTAIN ITS BRAND
- IN JUNE 2016 NOKIA DEMONSTRATED THE 1ST EVER 5G NETWORK IN A SMALL TOWN IN FINLAND
- CURRENTLY THE COMPANY CONTNUES TO DEVELOP CONSUMER'S PRODUCTS THORUGH ITS DIVISIONS, **NOKIA TECHNOLOGY** AND PROVIDES WIRELESS AND FIXED INFRASTRUCTURES THROUGH ITS **NOKIA NETWORKS** DIVISION
- OVERALL, NOKIA REMAINS ONE OF THE LEADING BRANDS WORLDWIDE WITH A PROFUNF IMPACT OVER MOBILE TECHNOLOGY AND COMMUNICATIONS SYSTEMS DEVELOPMENT AND IMPLEMENTATION

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