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*“Rise and fall of  
Nokia Corporation”*

# Introduction

**Mobile phone; This industry is apparently dominated by Nokia Corporation which at one time was controlling more than 50% of the market share in 2007. Nonetheless , within a few years, the company started fading off very faster. This publication of the “Rise and Fall of Nokia Corporation” case solution looks at the tried and tested that led to its achievements and declines.**



# *The Rise of Nokia*

**Once a paper mill company that was started in 1865, Nokia transmuted into a leading telecommunications company. Towards the year 2000, Nokia had become the leading company that manufactured mobile phones in the world. The event that led to the growth of Nokia was; intense innovation, better supply of materials, and good advertisement.**



# Antecedents to Nokia's Demise

The first signs of Nokia's decline occurred in the era of smart phones, and first and foremost the Apple iPhone and Google's Android systems. Unlike some of its rivals who were already concentrating on touch screen and application based environment, Nokia stuck to its rather obsolete Symbian operating system for much longer.



# Conclusion

Consequently, the evaluation of the “Rise and Fall of Nokia Corporation” case reveals the most critical business lessons, including the roles and values of adaptiveness, innovation, and speed in response to market shifts. This case solution offers lessons on why once industry giants can lose the strong market position through inaction.



# RESOURCE

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