

Nokia Corporation Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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Abstracts

Nokia Corporation Fundamental Company Report provides a complete overview of the company's affairs. All available data is presented in a comprehensive and easily accessed format. The report includes financial and SWOT information, industry analysis, opinions, estimates, plus annual and quarterly forecasts made by stock market experts. The report also enables direct comparison to be made between Nokia Corporation and its competitors. This provides our Clients with a clear understanding of Nokia Corporation position in the [Computers and Electronic Equipment](#) Industry.

The report contains detailed information about Nokia Corporation that gives an unrivalled in-depth knowledge about internal business-environment of the company: data about the owners, senior executives, locations, subsidiaries, markets, products, and company history.

Another part of the report is a SWOT-analysis carried out for Nokia Corporation. It involves specifying the objective of the company's business and identifies the different factors that are favorable and unfavorable to achieving that objective. SWOT-analysis helps to understand company's strengths, weaknesses, opportunities, and possible threats against it.

The Nokia Corporation financial analysis covers the income statement and ratio trend-charts with balance sheets and cash flows presented on an annual and quarterly basis. The report outlines the main financial ratios pertaining to profitability, margin analysis, asset turnover, credit ratios, and company's long-

term solvency. This sort of company's information will assist and strengthen your company's decision-making processes.

In the part that describes Nokia Corporation competitors and the industry in whole, the information about company's financial ratios is compared to those of its competitors and to the industry. The unique analysis of the market and company's competitors along with detailed information about the internal and external factors affecting the relevant industry will help to manage your business environment. Your company's business and sales activities will be boosted by gaining an insight into your competitors' businesses.

Also the report provides relevant news, an analysis of PR-activity, and stock price movements. The latter are correlated with pertinent news and press releases, and annual and quarterly forecasts are given by a variety of experts and market research firms. Such information creates your awareness about principal trends of Nokia Corporation business.

About Nokia Corporation

Nokia Corporation engages in the development and management of mobile devices. The company also provides digital map information and related location-based content and services; and mobile and fixed network infrastructure, communications and networks service platforms, as well as professional services.

Segments

The company has operations in three segments: Devices & Services; NAVTEQ; and Nokia Siemens Networks.

DEVICES & SERVICES

The Devices & Services segment engages in developing and managing its portfolio of mobile devices, which it makes for major consumer segments, as well as designing and developing services, including applications and content. The segment also manages its supply chains, sales channels, brand, and marketing activities for mobile devices and services and their combinations.

The company addresses the needs of its customers in three categories, mobile phones,

smartphones, and mobile computers. Its mobile phones are based on the Series 30 or Series 40 software platforms, its smartphones on the Symbian software platform, and its mobile computers on the Maemo software platform. In addition to its Nokia-branded mobile devices, the company also manufactures and sells luxury mobile devices under the Vertu brand. Vertu sells products through 70 Vertu stores and approximately 600 points of sale in approximately 60 countries.

Mobile Phones

The company's Mobile Phones cover its portfolio of mobile devices powered by the Series 30 and Series 40 software platforms, as well as the services and accessories the company sells with them.

The company's Series 30 software platform powers its voice and messaging phones. Those devices have voice capability, basic messaging and calendar features, and color displays, radios, basic cameras, and Bluetooth functionality. The company's Series 40 software platform powers the majority of its mobile phone models and supports various functionalities and applications, such as Internet connectivity. Series 40 is open to third-party developers to build Java and Adobe Flash Lite applications and content, which they can make available through Ovi Store, Nokia's one-stop shop for applications and content. Applications and content for Series 40-based devices include games, video, wallpapers, ringtones, and social networking applications.

New additions to its portfolio of mobile phones in 2009 included the following: Nokia 2323 classic, a mobile device offering an FM radio with recording and an Internet browser; Nokia 2330 classic, a mobile device equipped with an integrated camera; Nokia 3720 classic, a handset designed to resist water, dust and shock; Nokia 5130 XpressMusic, a handset optimized for music and equipped with a 2 megapixel camera; Nokia 6303 classic, featuring a 3.2 megapixel camera, an Internet browser and long battery life; Nokia 6700 classic, equipped with a 5 megapixel camera, assisted GPS navigation and high speed data access; and Nokia X3, a music device with stereo speakers, built-in FM radio and a 3.2 megapixel camera.

The company also offers a range of services that can be accessed with its Series 30 and Series 40-based mobile phones. One such service is Nokia Life Tools, which enables consumers to access agricultural information, as well as education and entertainment services, without requiring the use of GPRS or Internet connectivity. During 2009, the company launched the service in India and Indonesia.

The company also has developed Ovi Mail, a free email service designed especially for users in emerging markets with Internet-enabled devices. The service can be set up and accessed without ever needing a PC. During 2009, Nokia introduced Nokia Money, a new mobile financial service. The service is targeted to be rolled out gradually to selected markets in 2010 and would be operated in cooperation with Obopay, a developer of mobile payment solutions, in which Nokia has invested.

Smartphones

The company's Smartphones sub-unit brings a range of services and advanced smartphone technologies to a group of consumers, addressing the market for mobile devices offering Internet access, entertainment, location-based and other services,

The above Company Fundamental Report is a half-ready report and contents are subject to change.

It means that we have all necessary data in our database to prepare the report but need **2-3 days** to complete it. During this time we are also updating the report with respect to the current moment. So, you can get all the most recent data available for the same price. Please note that preparation of additional types of analyses requires extra time.

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1 – Data availability depends on company's security policy.

2 – These sections are available only when you purchase a report with appropriate additional types of analyses.
The complete financial data is available for publicly traded companies.

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ANALYSIS FEATURES

SWOT Analysis

SWOT, which stands for Strengths, Weaknesses, Opportunities and Threats, is an analytical framework that identifies the internal and external factors that are favorable and unfavorable for a company.

Enhanced SWOT Analysis

Enhanced SWOT is a 3x3 grid that arranges strengths, weaknesses, opportunities and threats into one scheme:

How to use the strengths to take advantage of the opportunities?

How to use the strengths to reduce likelihood and impact of the threats?

How to overcome the weaknesses that obstruct taking advantage of the opportunities?

How to overcome the weaknesses that can make the threats a reality?

Upon answering these questions a company can develop a project plan to improve its business performance.

PESTEL Analysis

PESTEL (also termed as PESTLE) is an ideal tool to strategically analyze what influence different outside factors – political, economic, sociocultural, technological, environmental and legal – exert on a business to later chart its long term targets.

Being part of the external analysis when carrying out a strategic assessment or performing a market study, PESTEL gives an overview of diverse macro-environmental factors that any company should thoughtfully consider. By perceiving these outside environments, businesses can maximally benefit from the opportunities while minimizing the threats to the organization.

Key Factors Examined by PESTEL Analysis:

Political – What opportunities and pressures are brought by political bodies and what is the degree of public regulations' impact on the business?

Economic – What economic policies, trends and structures are expected to affect the organization, what is this influence's degree?

Sociological – What cultural and societal aspects will work upon the demand for the business's products and operations?

Technological – What impact do the technological aspects, innovations, incentives and barriers have on the organization?

Environmental – What environmental and ecological facets, both locally and farther afield, are likely to predetermine the business?

Legal – What laws and legislation will exert influence on the style the business is carried out?

IFE, EFE, IE Matrices

The Internal Factor Evaluation matrix (IFE matrix) is a strategic management tool helping audit or evaluate major weaknesses and strengths in a business's functional areas. In addition, IFE matrix serves as a basis for identifying and assessing relationships amongst those areas. The IFE matrix is utilised in strategy formulation.

The External Factor Evaluation matrix (EFE matrix) is a tool of strategic management that is typically utilised to assess current market conditions. It is an ideal instrument for visualising and prioritising the threats and opportunities a firm is facing.

The essential difference between the above mentioned matrices lies in the type of factors incorporated in the model; whilst the latter is engaged in internal factors, the former deals exceptionally with external factors – those exposed to social, political, economic, legal, etc. external forces.

Being a continuation of the EFE matrix and IFE matrix models, the Internal External matrix (IE matrix) rests upon an investigation of external and internal business factors

integrated into one suggestive model.

Porter Five Forces Analysis

The Porter's five forces analysis studies the industry of operation and helps the company find new sources of competitive advantage. The analysis surveys an industry through five major questions:

What composes a threat of substitute products and services?

Is there a threat of new competitors entering the market?

What is the intensity of competitive rivalry?

How big is the bargaining power of buyers?

How significant is the bargaining power of suppliers?

VRIO Analysis

VRIO stands for Value, Rarity, Imitability, Organization. This analysis helps to evaluate all company's resources and capabilities and bring them together into one aggregate table that includes:

Tangible resources

Financial

Physical

Technological

Organizational

Intangible resources

Human

Innovation and Creativity

Reputation

Organizational capabilities

The result of the analysis gives a clear picture of company's competitive and economic implications, answering the questions if the resources mentioned above are:

Valuable?

Rare?

Costly to imitate?

Organized properly?

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