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NOKIA SWOT & PESTLE ANALYSIS

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Company Name : Nokia

Company Sector : Telecommunications Infrastructure

Operating Geography : Finland, Europe, Global

About the Company : Nokia Corporation styled as NOKIA, is a Finnish global company that started in 1865 dealing with information technology products. The headquarters of Nokia is in Espoo, in the greater Helsinki metropolitan area. The company operates through four segments: Ultra Broadband Networks, Global Services, IP Networks and Applications, and Nokia Technologies. For Nokia HMD Global Oy is the exclusive global licensee for Nokia branded mobile phones. The company has subsidiaries like Bell Labs, Nokia Networks, Space-Time Insight, and many others. In the early 2020's Nokia completed the acquisition of Elenion Technologies, a U.S. based company focusing on silicon photonics technology to improve economics of advanced optical connectivity products. The company has approx. 98322 employees as of 2020 and has operations across more than 120 countries globally.

Nokia's USP centers on the durability of its products, which are simple to operate and offered at economic prices on the market. Nokia is committed to connecting the unconnected and to the ethical principles of doing business and supporting equality. Nokia's Mission Statement reads, "Connecting People" and its Vision Statement reads, "Nokia wants to create a new world; to transform a big planet to a small village. Their vision is to create, build, and encourage people from all countries to communicate with each other in order to create a world where everybody is connected."

Revenue :

EUR 23,315 million – FY ended December 31st 2019 (year-on-year growth 3.2%)

EUR 22,563 million – FY ended December 31st 2018

SWOT Analysis :

The SWOT Analysis for Nokia is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1. Leader in high-performance, end-to-end networks 2. Strong R&D department. 3. Wide Range of Business Groups. 4. Established sales & marketing infrastructure 5. Strong network communications brand portfolio 	<ul style="list-style-type: none"> 1. Weak performance of Cable Network Division 2. Majorly dependent on network equipment division
Opportunities	Threats
<ul style="list-style-type: none"> 1. Opportunity to tap the 5G network market 2. The rise of online video media opens up businesses for Nokia. 3. Acquisition of SpaceTime to improve its Software business group 4. Creating new licensing opportunities 5. Expanding network sales to selective vertical markets 	<ul style="list-style-type: none"> 1. Risk against Patent Licensing Business 2. Strong Competition from various companies 3. Seasonality and cyclical nature of projects 4. 5G regulatory delays in Europe

PESTLE Analysis :

The PESTLE Analysis for Nokia is given below:

Political	Economical
1.Impact of China-USA Trade War 2.US\EU policies impacting Nokia business 3.Huawei export ban to benefit Nokia	1.Foreign Exchange Risk 2.Economic Slowdown in Europe. 3.Torrid Finland Economy impacting Nokia.
Social	Technological
1.Social and trust Economics	1.The Demand of IoT, Cloud, 5G network 2.Augmented intelligence opening up new opportunities
Legal	Environmental
1.Lawsuit filed against Nokia 2.Risk against Patent Licensing Business 3.Non-adherence to regulatory compliance	1.Striving towards environmental sustainability 2.Initiatives for responsible sourcing

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Client Support:
support@swotandpestle.com