



Univerzitet u Beogradu
Tehnički fakultet u Boru



Seminarski rad iz poslovnog engleskog

The entrepreneur's marketing plan

Mentor:

Student:

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The entrepreneur's marketing plan

This is the marketing plan of Nokia.

Wireless Wizard Nokia is world's no.1 maker of cell phones, ahead of such as rivals as Motorola, Siemens, and Samsung. The company's products are primarily divided primarily between four divisions:

- Mobile phones (Wireless voice and data service for personal and business service),
- Multimedia (Set-top boxes, home satellite system, and mobile gaming device),
- Networks (wireless switching and transmission equipment used in carrier networks), and
- Enterprise solution (wireless systems for business)

"Nokia is committed to pursuing accessibility solutions for all, including individuals with disabilities" says the company's website.

Nokia competitor is Motorola, NEC Corporation, Sony Corporation, Samsung C & T Corporation, Alcatel Lucent, Apple Computer, Cisco Systems, Fujitsu Limited, Hewlett-Packard Company, IBM Global Services, LG Electronics and Sony Ericsson Mobile Communication AB.

Nokia has a very successful strategy, because it has introduced Ovi, a company's new Internet service brand name.

- Reputation- customer and business partners associate Nokia with the leading edge in telecommunications provision.

- Profitability- as a growing business Nokia is able to invest its profits into developing resources and new capabilities.

- Resources and capabilities- over time Nokia has been able to develop and advance set of recourses (capital and equipment, intelligent employees etc.) which enable it to drive forward in the global telecommunications business.

----- OSTATAK TEKSTA NIJE PRIKAZAN. CEO RAD MOŽETE PREUZETI NA SAJTU

WWW.MATURSKI.NET -----

[BESPLATNI GOTOVI SEMINARSKI, DIPLOMSKI I MATURSKI TEKST](#)

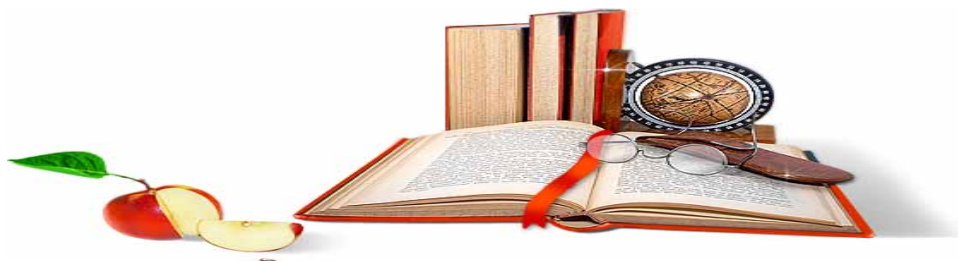
RAZMENA LINKOVA - RAZMENA RADOVA

RADOVI IZ SVIH OBLASTI, POWERPOINT PREZENTACIJE I DRUGI EDUKATIVNI MATERIJALI.

WWW.SEMINARSKIRAD.ORG

WWW.MAGISTARSKI.COM

WWW.MATURSKIRADOVI.NET



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