A CASE STUDY ON THE MOBILE INDUSTRY IN TINSUKIA: SPECIAL REFERENCE TO NOKIA

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ABSTRACT

Smartphone sales in the country grew almost three-fold to over 44 million in 2013, buoyed by a strong uptake of affordable devices made by local firms such as Micromax and Karbonn, research firm IDC said today. Smartphone shipments stood at 16.2 million in 2012. Samsung maintained its leadership with a 38 percent share of the Indian smartphone market, followed by Micromax (16 percent), Karbonn (10 percent), Sony (5 percent) and Lava (4.7 percent) in Q4 2013. After a detailed market survey, it has been found that the needs and wants of the customers are not thoroughly met. Although NOKIA enjoys the customers from lower and middle income groups and people above the age of 40 are the trusted users of the brand, customers, by large need timely after-sale services. Moreover the communication between the distributors and retailers is poor. Merchandising is not properly done. On investigation it has been found that the banners and posters that are provided by the company are not being used properly. Also the code of conduct of the retailers is not proper with respect to their language and dress.

KEY WORDS: Smartphone, mobile, industry, communication.

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