The Study on the Tendency of Sales Volumes for World's Major Mobile Phone Manufacturers

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ABSTRACT

The development of mobile phone industry has to deal with growing competition. Mobile phone manufacturers are vying for the big pie of mobile phone products with putting in abundant resources. As the result, the trend of mobile development has great influence on the entire supply chain. To understand the increase and decrease in sales volumes of the world mobile phones and future trends, the study put emphasis on the two major mobile phone manufacturers, Nokia and Samsung in order to analyze sale volumes of them.This study analyzed Nokia and Samsungs ’ sales volumes per quarter in the 2001 to 2010 period and utilized those data with SARIMA mode. The results revealed that the seasonal cycles of both manufacturers were four which indicated the significant difference between sales volumes per quarter this year and those of last year. Interestingly, sales volumes of two manufacturers decreased significantly in the first quarter. On the other hand, in terms of largest increase in sale volumes, Nokia manufactures ’ sales volumes in the forth quarter were superior to those of other three quarters. However, Samsung manufacture increased the largest sales volumes in its third quarter.

Keywords : sales volumes of mobile phone manufacturers、SARIMA model

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