



MOTOROLA

Roadmap Exposé

Nokia 2160 and Motorola M75 phones

LIKELY BUYER PROFILE: Corporate Business and Small Business Users



Motorola M75



Nokia 2160

The primary markets for these types of cellular phones are corporate business users and small business professionals. This is the most discerning group of cellular buyers who expect a lot from their phone.

Key buying features for these customers are:

- Talk and standby times for longer operation.
- Projection of a professional image, business savvy, stylish, early adopter of high technology products.
- Extensive feature list that allows users to easily handle day-to-day operations from their mobile office.

Why might these two phones often compete for these types of users?

- These image conscious users want to make sure that they buy the best product available and the latest technology.
- Running in and out of meetings not only interrupts the discussions taking place, it can also mean missing important phone calls, as well as important business decisions.
- A communication tool must be specialized enough to enhance his/her business operations—not compromise it with limited capabilities.
- Reliability and comfort help the ever moving corporate and small business professional perform at high levels. Therefore, a cellular phone must be comfortable, easy to use and feel like it was built just for the user.
- Many of the business people buying these high style/capable phones have already been a cellular phone user. Compatibility to various accessories from previous models makes stepping up to a more capable phone more attractive.

How do these phones compare?...

