COMPANY ANALYSIS

Xiaomi Official

TECHNOLOGY ENTREPRENEURSHIP ENT600 : CASE STUDY

FACULTY & PROGRAMME	: FACULTY OF SPORT AND RECREATION (SR241)
SEMESTER	: 5 (FIVE)
PROJECT TITLE	: MIJIA INKJET PRINTER
NAME	: SITI KHADIJAH BINTI ABDUL MALEK
LECTURER	: DR ATHIFAH NAJWANI BINTI HJ SHAHIDAN

ACKNOWLEDGEMENT

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EXECUTIVE SUMMARY

Xiaomi is a company that produce electronic devices and always looking for a "windows opportunity" to come out with the new creation that can meet customer needs and wants especially during this outbreak Covid-19. Since everyone is required to work and learn from home, so printer is an essential device for us in order to complete our responsibility at home. One of the products produced by Xiaomi Company is Mijia Inkjet Printer. The objectives of this study are to analyze the problems that Xiaomi Company faced and provide better solutions to overcome the problems and to suggest a recommendation to the company in order to improve their product.

After doing company analysis, there are several problems founded about Mijia Inkjet Printer. The problem are printing speed is not as fast as laser printers. Secondly, moisture of printout and lastly is about replacement of ink.

Therefore, this study comes out with three alternatives. The first alternative is firmware updates to solve the problem on printing speed. Secondly, using pigment ink to get a better quality of printouts. Thirdly, replacement from cartridge ink to tank ink to produce a higher volume of printing. All the alternative can help Xiaomi company to improve their products' quality and increase customers' satisfaction in the future.

2.2 Product

MiHome App Remote Printing

One-step to connect to the phone, tablet, you can print your photo, file, ID card, identification photo

Features

➢ Feature 1: Support Photo Scanning Copy

➢ Feature 2: WeChat Mini Program

➢ Feature 3: MiHome App

➢ Feature 4: PC Wireless

➢ Feature 5: AirPrint Printing

➢ Feature 6: Support A6 - A4 Paper
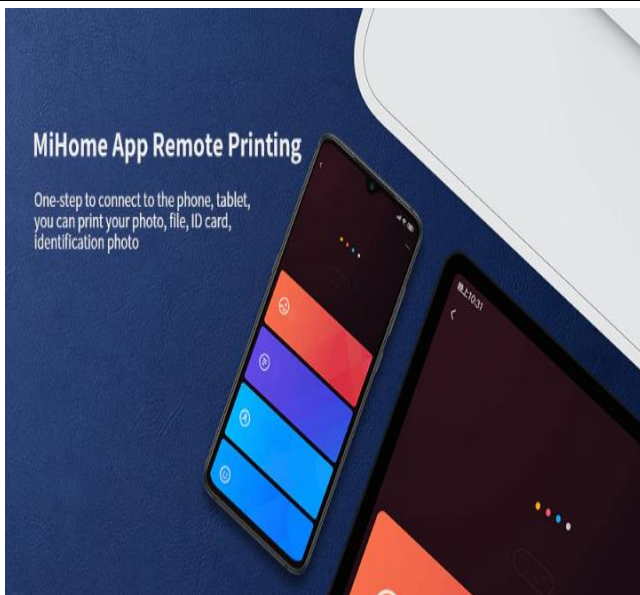
Specifications

➢ Printing technology: on-demand inkjet (thermal foam printing technology)

➢ Print maximum resolution: 4800 x 1200dpi

➢ Print speed: 8.6 pages per minute in black and white, 5.6 pages per minute in color (ISO 24734 / A4)

➢ Main input tray capacity: 60 / 20 sheets (plain paper / photo paper)

➢ Ink printable pages: 3200 (black and white printing) / 9500 (color printing)

➢ Central processing unit: 1.2GHz quad core + 360MHz single core

➢ Wireless printing: WeChat mini programme printing, PC wireless, and empty printing

➢ Bluetooth distribution network: BLE (BT4.2, only used for auxiliary wireless connection establishment)

➢ Noise: <63dB(A)