



COMPANY ANALYSIS

XIAOMI

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EXECUTIVE SUMMARY

Xiaomi is a company that produces variety types of product. Xiaomi company makes and invests in smartphones, mobile apps, laptops, home appliances, bags, shoes, consumer electronics any other product. In addition, Xiaomi was founded in 2010 by serial entrepreneur Lei Jun, who believes that high-quality technology doesn't need to cost a fortune. It is located at Beijing, China. One of the products produces by Xiaomi company is Mi True Wireless earphone 2. Earphone is an electrical device worn on the ear to receive radio or telephone communications or to listen to a radio, MP3 player, etc. There are various of earphone produces by Xiaomi company such as Mi True Wireless Earphones Lite, Mi True Wireless Earbuds Basic 2, Mi Capsule Earphones, Mi In-Ear Headphones Pro and Xiaomi Mi True Wireless Earphones 2. The objective of this study is to analyse the problem 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 company in the future.

After doing company analysis, there are several problems founded about the Xiaomi Mi True Wireless Earphones 2. The problem are the Xiaomi Mi True Wireless Earphones 2 still does not provide automatic charge wireless, 4 hours of battery life is middling, uninspired design. The first alternative is provided automatic charge wireless. Second, improve quality or types of battery and lastly, upgrade to be waterproof design. Thus, this study come out with recommendation to choose one of the alternatives. This study suggested to choose upgrade to be waterproof design. This is because this makes these earphones more durable to use when hot, rainy or in water. So, it fair all users can use at all place their like.

2.2 Product/Services

2.3.1 Product

MI True Wireless Earphones 2 is the MI product. MI True Wireless Earphones 2 manufacturing date on 6 July 2020. Before this Xiaomi company has issued several types of earphones products such as Mi True Wireless Earphones Lite, Mi True Wireless Earbuds Basic 2, Mi Capsule Earphones, Mi In-Ear Headphones Pro and Xiaomi Mi True Wireless Earphones 2. For this case study only focuses for one product only that is Xiaomi Mi True Wireless Earphones 2.

With MI True Wireless Earphones 2 all customer can hear music without limits. Besides that, this product also light and comfortable to wear. Each individual earphone weighs just 5.8g and is carefully designed to adjust to your ear. The silicone ear tips help to reduce outside noise while improving comfort and stability for the best wearing experience. Other than that, what's more, the earphones are IPX4 waterproof level, so you can use them while working out without worry. Connect quickly and start listening right away. After pairing with your device, the first time, the earphones will connect automatically whenever you take them out of the charging case. If disconnected, they will reconnect automatically within 30 minutes. After 30 minutes without interaction they will enter sleep mode, but reconnecting is as easy as placing them in your ears. Last but not least, the battery life up to 4 hours on earbuds and 14 hours with charging case and it also fast charging.