



اَوْنُوْرَسِيْتِي تِيْكُوْلُوْمِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA



xiaomi

COMPANY ANALYSIS (XIAOMI COMPANY)

CASE STUDY

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EXECUTIVE SUMMARY

Xiaomi is focused on being the most user-centric mobile internet company and aim to constantly exceed expectations through innovations in software, hardware and services. Many of our employees were initially fans of Mi products, before they decided to join us. Our team is not only passionate about technology, but also relentlessly pursues perfection to break tradition and push boundaries, all just to ensure that our products remain unique and offer an unparalleled user experience. Xiaomi was a ground-breaking smartphone at the time in budget and was well received by Indian customers. The purpose of this case study is to investigate, identify and analysed the company-based product, their problems and proposed solutions regarding the problems. Xiaomi become a famous product because they produce a low price of technology rather than others competitor. Xiaomi's ecosystem is centred on Xiaomi's core products of smartphones such as chargers, earphones and power banks, smart hardware including robots, rice cookers, televisions and air purifiers; and lifestyle products.

There a few solution to that problem of Xiaomi have which is they upgrade of light, additional vibrate and build sensor percentage of battery to the earbuds. Besides that can produce a good quality of connection with calling function without use phone and fix the problem before expand the product. The good result will appear if they do some research why technology is very important to the product in this era. The technology thru years is updating but the only target is to make a better view of technology.

2.4 PRODUCTS/ SERVICES

Table 2.1 List of product of Xiaomi Company

TYPES OF PRODUCTS / SERVICES	NAME OF PRODUCT / SERVICES	IMAGE OF PRODUCT
Smartphone	<ul style="list-style-type: none"> ▪ Mi series ▪ Redmi series ▪ POCO series 	
Wireless earphone	<ul style="list-style-type: none"> ▪ Redmi Airdots 	
Smartwatch	<ul style="list-style-type: none"> ▪ Mi band 	
Laptop	<ul style="list-style-type: none"> ▪ Mi Notebook Air ▪ Mi Gaming Laptop 	
Smart home products	<ul style="list-style-type: none"> ▪ Rice cooker ▪ Robotic home cleaners vacuum 	