



اَوْبَهُوَ سَيِّدِي تَيْكُونُ لَوْ كَيْ مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA



xiaomi

COMPANY ANALYSIS

XIAOMI CORPORATIONS

TECHNOLOGY ENTREPRENEURSHIP (ENT 600) : CASE STUDY

FACULTY/PROGRAMME : FACULTY OF SPORT SCIENCE AND RECREATION
SEMESTER : SEMESTER 5
PROJECT TITLE : XIAOMI DREAME T20
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EXECUTIVE SUMMARY

This assignment is about to choose the product that I want to elevate its quality by identifying the SWOT. This can conclude the product strength, weakness, opportunity and threat. Besides that, I also choose the Xiaomi Corporation which is the Xiaomi Dreame T20.

The main problem of this product is the dust bin is smaller. This problem occurs because of the product itself absorbs the debris and dust too fast. When the dust bin is full, the vacuum is not efficient until you throw out the dust and trash inside.

After gathering all information of the product, we recommend that this company could use the solution by built attachable dust bin that can easily install and uninstall them. So, it can easily remove the dust bin and put the new dust bin. It also can save time. Moreover, every method will come with disadvantage which it may increase the material cost for the product but at the same time, it also can increase the quality and lifetime of the product. Because of that, it may give more satisfaction to the customer.

Mission

“Making quality technology accessible to everyone”

This mission statement meaning that Xiaomi company want to provide the excellent services and products to everyone either for younger and older.

2.2 Organizational Structure

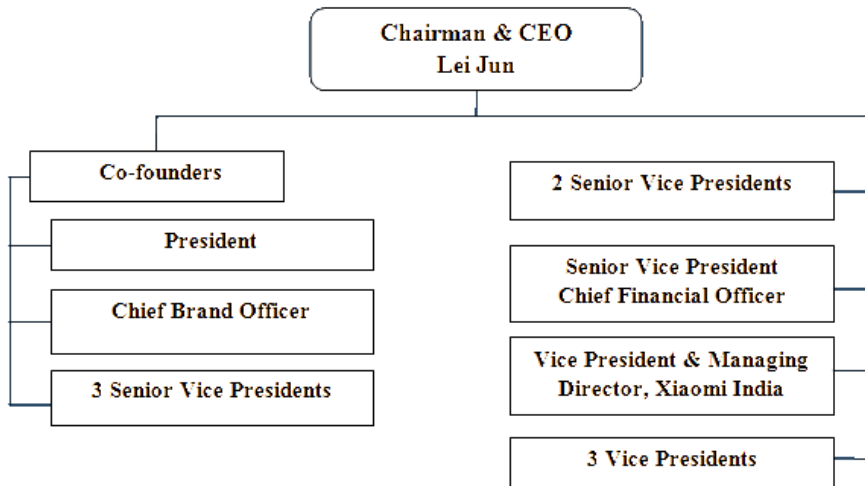


Table 3.0 Organizational Structure

2.3 Products/ Services

PRODUCT/ SERVICES DESCRIPTION	
PRODUCT NAME	Xiaomi Dreame T20 (2021)
IMPORTANT PRODUCT CHARACTERISTIC	Swappable Battery Smart Sensing Technology
PRICE OF PRODUCT	214 EUR = RM 1059
SPECIAL DISTRIBUTION CONTROL	Store at Europe

Table 4.0 Products and Services