



# COMPANY ANALYSIS

## XIAOMI CORPORATION

**TECHNOLOGY ENTREPRENEURSHIP (ENT600) : CASE STUDY**

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## **EXECUTIVE SUMMARY**

This case study report was one of the attempt theoretical part of the subject ENT600 Technology Entrepreneurship. With this report, it gives me an opportunity to do a research on company which manufactured the same product that I will decided to develop. A solution is now required which is the very reason for composing this study and its following innovational process. At the end, it helps me as the student with the practical manipulation of business organization.

Xiaomi Corporation is an technology company that manufactured smartphones and smart hardware that connected by an Internet of Things (IoT) platform. This business was founded in April 2010 and listed on the Main Board of the Hong Kong Stock Exchange on July 9, 2018. Xiaomi product has present more than 100 countries and regions around the world. Creating premium smartphones and sold them at cheaper market price is the reason how Xiaomi become success throughout China and also win over other Asian's countries.

In the first phase of this case study, there was a general introduction to the new product development. Stated in this part are the problem statements of the product, limitations and solutions were discussed. The main purpose and scopes were also highlighted to help regarding the improvement of the product.

Moving on, second part of the report is the selected product from Xiaomi Corporation is Mi Smart Band 5, which is the latest smart watches launch by the company. The process of evolved new product development and improve the existing products were discussed in this report. On top of that, SWOT analysis have been identify before find and discuss about the alternative solutions to these major problems of this product. There's a lot of information gained as I get to study about the technology involved in the smart watch product, as well as business, marketing and its operational strategy used by the company to enhance their product to the market. In addition, the market survey that helps in this case study is from the website review, YouTube review and my own experience as one of the Mi Smart Band 5 owner.

Lastly, this report was written to know about the causes that lead to the successful launching of a new product as we analysed and find a solution to overcome and to fulfill the needs of the customers.

## 2.2 Organizational Structure

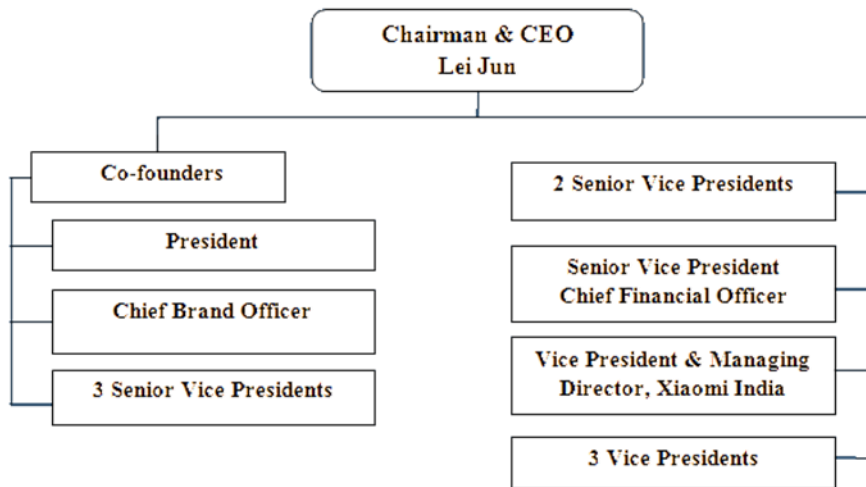


Table 2.0 Organizational Structure

## 2.3 Products/Services

PRODUCT/ SERVICES DESCRIPTION	
PRODUCT NAME	Mi Smart Band 5
IMPORTANT PRODUCT CHARACTERISTIC	The quality and speciality of the smart watch
PRICE OF PRODUCT	RM299
SPECIAL DISTRIBUTION CONTROL	<ul style="list-style-type: none"> <li>• In store</li> <li>• Online store</li> <li>• Delivery</li> </ul>

Table 3.0 Products and Services

### 2.3.1 Products

Xiaomi Corporation offer a varieties of technology products. There are more than 50 technology product that they produce. There are variety of smart watches produce by the Xiaomi from gen 1 until the latest one is gen 6 with the name Mi Smart Band 6. Most of the customers would buy the smart watches as they want to pair it with their own Xiaomi smartphone which will be easier for them to do their daily task. In this case study, there will be