



HUAWEI

COMPANY ANALYSIS

HUAWEI TECHNOLOGIES CO., LTD.

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

FACULTY & PROGRAMME: CS240

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NAME: MUHAMMAD SYAFIQ NAQUIDDIN BIN NIL AMRI

GROUP: RCS2406B

MATRIC NUM: 2018659898

LECTURER: DR. NURSYAMILAH ANNUAR

EXECUTIVE SUMMARY

This case study is about Huawei Technologies Co., Ltd., one of the famous technological companies nowadays that produces smartphones, televisions, refrigerators, and more. The products that this company has made are known worldwide because of the reputations and brand name.

From this study, we can learn to analyze, apply the knowledge, reasoning, and concluding to understand this company. The first part of this case study focuses on collecting the company information such as the company's background, the problem statement and the purpose of the study. Through the analysis, some problems could be identified in the company. These problems were studied, and some solutions and improvement were proposed to achieve a better-quality product that customers know from all around the globe.

The second part of the case study focuses on its' background, organizational structure, products and services, technology, business, marketing, and operational strategy.

For the third part, we only use SWOT, the short form for strength, weaknesses, opportunities, and threats of this company's product or services and understand how the company works. The fourth part is for me to find the findings and discussion for this report of a case study about Huawei Technologies Co., Ltd. And for the last one is for the recommendation and improvement section.

ACKNOWLEDGEMENT

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among employees. Thus, Huawei blends a significant investment in research and development with decentralized management.

According to Forbes, the Chinese business is one of the world's most popular brands, ranking 88th with a brand value of 7.3 billion dollars. Another notable ranking is the Fortune 500, where Huawei is ranked 83rd. Recently, the Huawei Mate 10 Pro was named the year's best smartphone. Huawei Mate 10 Pro outperformed most other smartphones in terms of features and functionality. It features a Kirin 970 processor, the company's first chip with artificial intelligence. This processor aims to optimize machine resources, improve battery efficiency, recognize images, and provide real-time responses.

As a result, Huawei has established itself as a leader in the technological world and the smartphone market. This year has seen the introduction of many new devices aimed at meeting the high demands of customers.

2.2 Organizational Structure

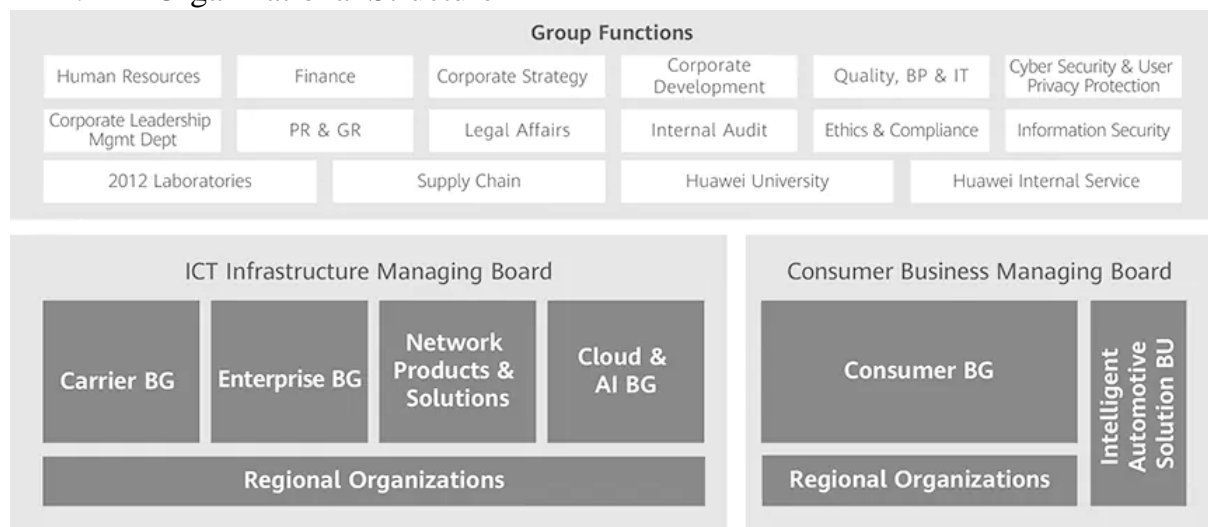


Table 1: Organizational Structure

2.3 Products/Services

A commodity is a physical good that can be touched. While service is an intrinsic good in which an individual or community performs work for the benefit. Bear in mind that goods and services are inextricably linked. The majority of goods provide a component of the operation.