



اَوْنُوْ سِيْتِي تِيْكَوْلُوْ كِي مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA



xiaomi

COMPANY ANALYSIS

XIAOMI

COURSE: TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

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Aina Rahmah Hayati Binti Abdul Rahim

EXECUTIVE SUMMARY

This is an opportunity to change how ideas can be implemented. Everyone at UiTM Arau is required to complete a case study project as a part of their studies. So, for this reason, I had the opportunity to study a company that produced the same product that I want to create which is Xiaomi which is headquartered in Beijing.

In the first part of the project report, I was able to gather general information about the company, such as the company's history, technology used and the various types of furniture that the company produced.

The detailed topic analysis is found in the second part of the study. The aim of the project is to improve Xiaomi's background, organizational structure, products, and services. Next, we focus at the Xiaomi smart bulb's technology, which is designed for energy efficiency, convenience and security. This may include high efficiency fixtures and automated controls that make adjustments based on conditions such as occupancy or daylight availability, which we find fascinating.

In this case study I was able to identify the company's strengths, weaknesses, opportunities, and threats, as well as determine a better technology framework solution that could be introduced in the company to address the company's current issues using the SWOT analysis.

2.3 Products/Services

Xiaomi produces smartphones (Mi Series, Mi Note Series, Mi Max Series, Mi Mix Series and Redmi Series), tablets, laptops, wearable devices, TVs, routers and other smart home devices. Some of their products are listed below.

- Smartphones
 - MIUI
 - Mi Series
 - Mi Note Series
 - Mi Max Series
 - Mi MIX Series
 - Redmi series
 - POCO series



Figure 17 smartphones

- Other MIUI-based devices
 - Mi Pad Tablets
 - Mi WiFi
 - Mi TV
 - Mi Box
 - Xiaomi Cloud
 - Mi Talk



Figure 18 MIUI-based devices

- Laptops
 - Mi Notebook Air
 - Mi Notebook Air 4G
 - Mi Gaming Laptop
 - Mi Notebook Pro



Figure 19 Laptop

- Mi Electric Scooter



Figure 20 Mi Electric Scooter