COMPANY ANALYSIS

XIAOMI CORPORATION

TECHNOLOGY ENTERPRENEURSHIP (ENT600): CASE STUDY

FACULTY	: FACULTY OF ARCHITECTURE, PLANNING AND SURVEYING
PROGRAMME	: BACHELOR OF SURVEYING SCIENCE AND GEOMATICS (HONOURS)
SEMESTER	: 8
PROJECT TITLE	: XIAOMI MI BAND SMART WATCH
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Executive Summary

Xiaomi Inc. was founded on June 6, 2010 by Lei Jun and 7 co-founders. The name Xiaomi is the Chinese word for "millet". Xiaomi Inc is a privately owned Chinese electronics company with its headquarters in Beijing. While outsiders refer to Xiaomi Inc as "The Apple of China", Xiaomi itself prefers to be compared to Amazon instead. In only 4 years, it became China is third biggest electronics company, behind Samsung Electronics and Lenovo Group, and one of the top five largest handset maker on earth. This company research focuses on Xiaomi's smart watch, the Mi Band 5, to be investigated, found, and evaluated, as well as their current problems and solutions.

The first problem regarding their product is Mi Band 5 does not provide privacy to the user. As all know, other smart watch in the market from another brand provide privacy in their product's technology. In term of the technology, Mi Band 5 must be improved to be compete with another brand. The other problem in this product is Mi band 5 does not support other application features. Aside from that, there a few solutions to that problem primarily are do improvement. The technology of privacy needs to be installed into the next product to make it look more privacy to the users. These solutions are thought to help Xiaomi produce high-quality products for their customers, allowing them to continue to expand, develop, and accomplish more in the future.

1. INTRODUCTION

1.1 Background of the Study

Sport refers to any competitive physical activity or game that seeks to develop, preserve, or enhance physical ability and skills while also offering fun to participants. Via casual or organized participation in sports, one can enhance one's physical health. Certain sports, such as golf, bowling, and tennis, are mostly called individual sports, meaning they are played without the participation of teammates. There are thousands of individual sports, each with its own set of ability requirements however most individual athletes share a set of abilities. Most have good cardiovascular health, which allows them to practice and play for long periods of time. One of the main advantages of participating in an individual sport is that the athlete can develop her skills at her own speed. With the technology nowadays, there are some technologies that have been developed to help those are practicing the healthy lifestyle which is smart watch. Hence, today, many companies are producing smart watch intended to be used by people who practicing healthy lifestyle. An entry-level sports watch is likely to be water-resistant, have lighting, and have an easy-to-use design with a few buttons to do much of what athletes need during the day. Many smart watches are sold in the market according to their own specifications and it is also available from an affordable to expensive price range. This is important to produce a smart watch that is affordable and equipped with useful functions and improve from the previous version of smart watch in the market.

1.2 Problem Statement

With the current development of technology, smart watch is important for daily use especially for consumers who practice a healthy lifestyle and care about health. Due to high demands for this smart watch, many are racing to produce smart watches according to consumer needs. Xiaomi is one of the companies that produce smart watches in the market, namely Mi Band. Xiaomi's Mi Band has many versions. This Mi Band is very popular among consumers who practice a healthy lifestyle as well as want an elegant smart watch. It is also affordable and suitable for all groups of users. The big problem of this smart watch is it is not giving much privacy for the user. Among the smart watch brands available in the market is Apple's smart watch which is iWatch. The target market for iWatch is people who are using Apple smartphone and iWatch is a quite pricey.

2.3 Product/Services

a) *Smart Phone - Mi 10S 8GB/128GB White*

Figure 2.2: Smart Phone - Mi 10S 8GB/128GB White

This model has a huge 6.67-inch AMOLED-screen with a refresh rate of 90 Hz and a cool resolution of 2340x1080 pixels. The main four-camera module is equipped with a 108 MP Samsung lens, a 13 MP wide-angle module, a 2 MP micromodule and a 2 MP depth module. The "heart" of this gadget is also pleasantly striking - it is the powerful Snapdragon 870 processor, which makes this smartphone a real flagship. The smartphone has support for both wireless and fast (30 W) charging.

b) *Laptop - RedmiBook Air 13 i7*

Figure 2.3: Laptop - RedmiBook Air 13 i7

Xiaomi RedmiBook 13 is a compact, lightweight laptop for everyday use, with a screen of only 13.3 inches. Thanks to this device, your office work can be performed in any convenient place. A laptop does not need a peculiar bag, because due to its dimensions, it will fit into any everyday backpack. Nevertheless, the display resolution of 1920 x 1080