



اَوْنَبُوْزِ سَيِّدِي تَتِيكُونُو لَوِي كِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA



**HUAWEI**

## COMPANY ANALYSIS

HUAWEI

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

**FACULTY** : FACULTY OF COMPUTER SCIENCE AND MATHEMATICS  
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## **EXECUTIVE SUMMARY**

This assignment is about identifying the problems with the product. The company that I have chosen is Huawei Technologies. From their products variety, I have chosen the Watch Fit wearable to do my analysis and findings. In this case study, I have done SWOT analysis to identify the strength, weakness, opportunities, and threats of the Watch Fit. The main problem that I have identified on this Watch Fit is that it has limited music management, unlike the other products by Huawei such as their smartphones, tablets, laptops and desktops. From the problem, I can come up with the best solution which is installing loudspeaker and microphone on the Watch Fit just like the smartphones, tablets, laptops and desktops.

## 2.3 Products and Services

*Table 2 Products*

SMARTPHONE	
SERIES	Huawei Mate Series
PRODUCT	Huawei Mate 40 Pro <ul style="list-style-type: none"> <li>• Memory 8GB+256GB</li> <li>• Color: Mystic Silver</li> <li>• RM 3899</li> </ul>
	Huawei Mate xs <ul style="list-style-type: none"> <li>• Memory 8GB+512GB</li> <li>• Color: Interstellar Blue</li> <li>• RM 11,111</li> </ul>
	Huawei Mate 30 Pro 5G <ul style="list-style-type: none"> <li>• Memory 8GB+256GB</li> <li>• Color: Space Silver, Black, Orange</li> <li>• RM 4199</li> </ul>
SERIES	Huawei P Series
PRODUCT	Huawei P40 Pro+ <ul style="list-style-type: none"> <li>• Memory 8GB+512GB</li> <li>• Color: White Ceramic. Black Ceramic</li> <li>• RM 4299</li> </ul>
	Huawei P40 Pro <ul style="list-style-type: none"> <li>• Memory 8GB+256GB</li> <li>• Color: Mystic Silver</li> <li>• RM3899</li> </ul>
	Huawei P40 <ul style="list-style-type: none"> <li>• Memory 8GB+128GB</li> <li>• Color: Silver Frost, Blush Gold, Deep Sea Blue, Ice White, Black</li> <li>• RM2099</li> </ul>