



اَبُو سَيِّدِي تَيْكُونُ لَوْ كُنَّا مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA



xiaomi

## COMPANY ANALYSIS XIAOMI

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

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## **EXECUTIVE SUMMARY**

In this assignment, the goal is to identify the problem with the product. My company of choice is Xiaomi Inc. which is one of well-known brands in the world. Out of their many products, I have chosen the Xiaomi 1S electric scooter for my analysis. Since, I already own one and try the electric scooter by myself, so it is easier for me to come up with specific and clear analysis. According to my SWOT analysis, I identified the strengths, weaknesses, opportunities, and threats of the Xiaomi 1S. The machine is not as effective in rain as other models by top brands, such as Ninebot Max, Aovo Pro, and others. As a result, I am able to propose an effective solution, which is an improved IP rating for Xiaomi 1S that will allow use in any weather conditions.

## 2.3 Products and Services

<b>POWER SUPPLIES</b>	
<b>TYPE</b>	Power Bank
<b>SERIES</b>	<ul style="list-style-type: none"> <li>• Xiaomi Mi Power Bank 3 Pro 20000 mAh Black ( £31.76)</li> <li>• Black Shark 10000 mAh Power Bank ( £16.04)</li> <li>• Redmi Power Bank 20000mAh Fast Charge Black ( £28.04)</li> <li>• SOLOVE camera cute hand warmer power bank N7 White ( £20.33)</li> <li>• Baseus Digital Display Fast Charging Power Bank 30000Mah Black ( £45.81)</li> <li>• SOLOVE W5 10000mAh Wireless Charging Power Bank Black ( £ 25.11)</li> </ul>

<b>AUDIO</b>	
<b>TYPE</b>	Headphones
<b>SERIES</b>	<p>Wired</p> <ul style="list-style-type: none"> <li>• NingMei Headset GS01 ( £ 36.82)</li> <li>• 1MORE Spearhead Gaming Headphones VRX ( £ 148.05)</li> <li>• Xiaomi Mi Headphones Light Edition ( £ 38.28)</li> </ul> <p>Wireless</p> <ul style="list-style-type: none"> <li>• 1More Voice of China Plus Bluetooth Over-Ear Headphones ( £ 219.10)</li> </ul>
<b>TYPE</b>	Portable Speaker
<b>SERIES</b>	<ul style="list-style-type: none"> <li>• Xiaomi Mi Compact Bluetooth Speaker 2 ( £10.45)</li> <li>• DreamWave BUBBLE Pods Portable Speaker ( £ 33.31)</li> <li>• Xiaomi Mi AI Touchscreen Speaker Pro 8 ( £ 70.70)</li> <li>• Xiaomi Mi AI Speaker White ( £ 37.74)</li> </ul>
<b>TYPE</b>	Bluetooth Headsets