



اَوْنَبُوْزِ سَيِّدِيْ تِيْكَوْلُوْجِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA



HUAWEI

COMPANY ANALYSIS

HUAWEI

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

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TABLE OF CONTENTS

ACKNOWLEDGEMENT	1
LIST OF FIGURES	4
LIST OF TABLES	5
LIST OF ABBREVIATION.....	6
EXECUTIVE SUMMARY	7
1.0 INTRODUCTION	8
1.1 Background of Case Study.....	8
1.2 Purpose of Case Study.....	9
2.0 COMPANY INFORMATION.....	10
2.1 Company Background.....	12
2.1.1 Vision and Mission	13
2.2 Organizational Structure	14
2.3 Products and Services.....	15
2.3.1 Products.....	21
2.3.2 Services	21
2.4 Technology.....	23
2.5 Business, Marketing and Operational Strategy	25
2.5.1 Business Strategy	25
2.5.2 Marketing Strategy.....	25
2.5.3 Operational Strategy	28
3.0 Product Analysis	29
3.1.0 SWOT Analysis	29
3.1.1 Strength.....	30
3.1.2 Weakness	33
3.1.3 Opportunity	34
3.1.4 Threat	35
4.0 Findings and Discussion.....	37
4.1 Findings	37
4.1.1 Problem 1: Software	37
4.1.2 Problem 2: Display too curvy	37
4.1.3 Problem 3: Use 90Hz display	38
4.2 Discussion.....	38

EXECUTIVE SUMMARY

This assignment is about identifying the problem with the product. The company that I have chosen is Huawei. From their variety of products, I have chosen the Huawei Mate 40 Pro smartphone to do my analysis. In this case study, I have done the SWOT analysis to identify the strength, weaknesses, opportunities, and threats of the Mate 40 Pro. The main problem I identified on this Mate 40 pro is that the screen is too curvy unlike other series of smartphones. From the problem, I can come up with the best solution which is adding “Disabled Touch” features for edge screen so that Huawei could eliminate accidentally touch happened.

2.3 Products and Services

Table 2 – List of products

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