



**FACULTY OF APPLIED SCIENCE**

**DIPLOMA IN INDUSTRIAL CHEMISTRY**

(AS115)

**RAS1154C**

**FUNDAMENTAL OF ENTREPRENEURSHIP**

(ENT 300)

**CASE STUDY OF :**

Huawei Technologies Co., Ltd.

**12 APRIL 2020 – 8 MAY 2020**

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# 1.0 EXECUTIVE SUMMARY

## Company Name

- The name Huawei comes from a slogan he saw on a wall, *Zhonghua youwei* meaning "China has promise" (中华有为, Zhōnghuá yǒuwéi). Zhonghua or Hua means China while Youwei means "promising/to show promise."

## Founder

- Huawei is founded by Ren Zhengfei, a Chinese entrepreneur and CEO of Shenzhen-based Huawei in 1987

## Product

- Electronic and communication – based product such as smartphones, Wi-Fi modem, laptop and other electronic accessories.

## Duration of Industry

- This industry have been manage for 33 years since 1987.

## Company Product's Benefit

- Huawei is a leading global provider of information and communications technology (ICT) infrastructure and smart devices. They are committed to bringing digital to every person, home and organization for a fully connected, intelligent world.

## Entrepreneurial Characteristics

We can define that Huawei is expert in solving problems, they sees and act on opportunities besides of good in persuading their customers and employees.

## Mission

Besides, 5G is already here. Huawei takes environment protection into account in all its technologies, products, and solutions, and will continue to do more in the future. Huawei's 5G Power solution supports solar power supplies and uses Huawei developed high-efficiency solar modules. This helps maximize the use of sunlight, conserve energy, and protect the environment. Huawei have also used high integration chips, high-efficiency power amplifiers, and 5G-enabled power shutdown technology, cutting 5G equipment power consumption by 15%. In addition, Huawei has worked with carriers to develop 5G energy efficiency assessment standards, improve methodologies for defining and assessing 5G energy efficiency indicators, and drive continuous improvement of 5G energy efficiency.

## CONCLUSION

Basically we know that, entrepreneurship is an act of being an entrepreneur, or "the owner or manager of a business enterprise who, by risk and initiative, attempts to make profits". By knowing its characteristics, we can define that entrepreneur is an entity which has the ability to find and act upon opportunities to translate inventions or technologies into products and services: "The entrepreneur such as Ren Zhengfei is able to recognize the commercial potential of the invention and organize the capital, talent, and other resources that turn an invention into a commercially viable innovation.

# Huawei's Products

