



اُنِيُوْزِيسِيْتِي تِيكْنُوْلُوْجِي مَارَا
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COMPANY ANALYSIS

XIAOMI CORPORATION

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

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EXECUTIVE SUMMARY

Xiaomi managed to take the electronics and mobile world by storm in 2014. The company was founded by eight partners in the year 2010 and was funded by a Singapore based investment group called Temasek Holdings and Chinese venture capitalists called IDG Capital along with Qiming Venture Partners. They were one of the first companies that were endorsed by core mobile companies, Qualcomm. Xiaomi continues to use their processors for their devices even today. One of the products produce by Xiaomi company is smart devices. There are some smart devices produced by Xiaomi and one of them is smart band. In this company analysis, it focuses on the Mi Band 3.

After doing this company analysis, there are several problems founded about the Mi Band 3. The problems are it is lacking in overall refinement, complicated and poor types of charging and as it is no built-in GPS so its activity tracking is less impressive. Therefore, this study comes out with three alternatives. The first alternative is include on-board GPS. The second alternative is install RFID reader. The last alternative is make the wireless charging.

Thus, this study come out with a recommendation to choose one of the alternatives. This study suggested to choose include on-board GPS in Mi Band 3. This is because the major problem of this band is no built-in GPS, so the best solution for that problem is make the band have its own GPS.

Type of Product / Service	Description
<p data-bbox="261 262 396 289">Mi Band 3</p>   	<p data-bbox="815 220 971 247">Dimension –</p> <ul data-bbox="815 258 1312 447" style="list-style-type: none"> • Wristband body: 17.9 x 46.9 x 12mm • Total length of wrist strap: 247mm • Adjustable length of wristband: 155 - 216mm <p data-bbox="815 499 1003 527">Specification –</p> <ul data-bbox="815 537 1385 1791" style="list-style-type: none"> • Battery capacity: 110mAh • Standby time: Approx. 20 days • Battery type: Li-Ion Polymer Battery • Input voltage: DC 5.0V • Input current: 250mA Max • Weight: Approx. 20g (including wristband) • Body material: Plastic • IP rating: 5 ATM • Operating temperature: -10°C ~ 50°C • Screen size: 0.78 inches • Display resolution: 128 x 80 • Sensors: 3-axis accelerometer and PPG heart rate sensor • Wireless connectivity: Bluetooth 4.2 BLE • Setting requirements: Phones with Bluetooth 4.0 and Android 4.4 or iOS 9.0 or higher • Models that support the unlock function: Models running MIUI systems on Android 4.4 or higher or Android 5.0 or higher and which support the Smart Lock function. • Wrist strap material: Thermoplastic elastomer • Buckle material: Aluminium alloy