COMPANY ANALYSIS

XIAOMI : HOME ELECTRONICS COMPANY

FACULTY : FACULTY OF SPORTS SCIENCE AND RECREATION

BACHELOR OF SPORTS MANAGEMENT (SR241)

SEMESTER : SEMESTER 5

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1.0 INTRODUCTION

This topic presents the context and inspiration of the research and the intent of the study. The market issue and analytical theories were described in this topic.

A smartwatch is a digital watch with many additional features. Examples include your heart rate monitoring, activity tracking and regular reminders. Much like a smartphone, a smartwatch is fitted with a touchscreen display that helps you to act on or tap on a button. Modern smartwatches include numerous functions, equivalent to mobile and tablet applications. These applications provide additional features such as weather information, inventory pricing and maps and direction displays. Most smartwatches may also be used and phone calls, for text messages to be sent and received.

Although the applications run on the mobile directly, they need a smartphone to work. The reason is that the data was received first by phone and then dispatched to watch. Most smartwatches don't have Wi-Fi and don't have a wireless data SIM card. Most applications therefore depend on a compatible smartphone to supply Bluetooth data. For example, you can dictate and send a response using the text messaging software on your smartwatch, but your phone will send the actual message. If the Bluetooth signal of your phone isn't around your watch, it won't be transmitted to your phone.

Xiaomi Corporation was established in April 2010 and debuted on the Hong Kong Stock Exchange's Main Board on July9, 2018. Xiaomi is an Internet corporation focusing on the Internet of Things (IoT) platform with smartphones and intelligent hardware. Xiaomi aims to have customer interface of high quality and operating reliability and emphasizes creativity as well as quality. The organization is always working to provide wonderful goods at fair costs so that everyone on the planet can have a happier life with innovative technology.

2.3 PRODUCTS/ SERVICES

PRODUCTS/SERVICES DESCRIPTION	
PRODUCT NAME	Xiaomi Mi Watch
IMPORTANCE PRODUCT CHARACTERISTICS	16 days with standard use of battery life and limited smart features
PRICE OF PRODUCT	RM469
SPECIAL DISTRIBUTION CONTROL	• Store • Delivery

2.3.1 PRODUCT

Xiaomi Corporation sells a variety of electronic products. Smartphones (Mi Series, Mi Note Series, Mi Max Series, Mi Mix Series, and Redmi Series), tablets, laptops, wearable devices, TVs, routers, and other smart home devices are among the products available in Xiaomi's online store and on third-party websites. From smartphones to home appliances, there's something for everyone. Xiaomi's official store will attract a large number of Android fans and smart device owners because it provides high-quality items at low prices. We'll talk about Xiaomi Corp's smartwatch in this article.

2.3.2 SERVICES

- *Repairs and Maintenance*

  The company offers repair services for each damaged item with specified conditions. The scope of the warranty is in terms of labor and spare parts

2.4 TECHNOLOGY

A smartwatch is a portable computer that resembles a watch or other timepiece in close proximity. Moreover, Bluetooth can handle multiple smartwatches. In addition, the clock becomes a Bluetooth wireless adaptor able to expand the smartphone's capability to the device. In this scenario, the user will start and answer phone calls from their cellphones by using the watch interface, read e-mails and text messages, get a weather forecast, play the audio, dictate e-mails or texts, or ask a question to a digital assistant.

Other smartwatches are stand-alone and purpose-specific products, including data collection on the health of the wearer or the provision of GPS. Such watches can have their own software that can collect and monitor heart data or provide the user with instructions for walking or driving.