



COMPANY ANALYSIS

XIAOMI GROUP

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EXECUTIVE SUMMARY

This is an endeavour to grasp how the theories can be applied to a practical situation. As a student in UiTM Perlis, it is a part of a study for everyone to undergo a case study project. So, for this purpose, I got the chance to research a corporate entity that manufactures a product that deeply interests us, which is Xiaomi Malaysia, a mobile internet provider.

First of all, the general information regarding the corporate has been collected. Information is gathered through the primary and secondary source. In the second part of the report contains the specialized subject studies. The objective of the project is to figure on the background, organizational structure, products and services that Xiaomi provides.

In this case study, I have analysed the strength, weaknesses, opportunities, and threats of this product in the real business world by using SWOT analysis. Next, I studied regarding the product manufactured by Xiaomi, which is primarily a standard technology utilized by the company for its selected product that we have chosen which is their Bluetooth speaker. Here, I will be explaining the problems of the speaker that have grab my attention. The problem of the speaker that I discovered is the speaker are still use Micro USB charging port. Next, is the speaker has not powerful enough for room filling. And lastly, the speaker has too much vibration while playing sounds. In this study, I will be explaining deeper regarding the problems and I would also be discussing the alternatives solutions towards the problems.

Mission

“Making quality technology accessible to everyone”

This mission statement meaning that Xiaomi company want to provide the excellent services and products to everyone either for younger and older.

2.2 Organizational Structure

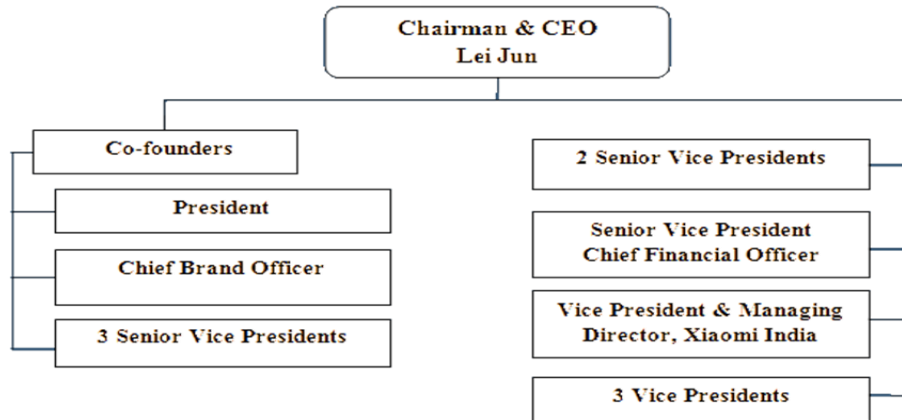


Table 2.0 Organizational Structure

2.3 Products/ Services

PRODUCT/ SERVICES DESCRIPTION	
PRODUCT NAME	Xiaomi Mi 1 (2011)
IMPORTANT PRODUCT CHARACTERISTIC	First MIUI ROM product better than Android UI
PRICE OF PRODUCT	¥1999 = RM 1266
SPECIAL DISTRIBUTION CONTROL	Store at China in 2011

Table 3.0 Products and Services

2.3.1 Product

Xiaomi Incorporated offer a varieties of technology products. There are more than 50 technology product that they produce. From smartphone in starting to smart home technology and IoT product (Internet of Things). Nowadays, we use technology to make our works, jobs,