



COMPANY ANALYSIS

XIAOMI INCORPORATED

TECHNOLOGY ENTREPRENEURSHIP (ENT 600): CASE STUDY

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EXECUTIVE SUMMARY

This is an attempt to understand how the theory 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 do research on a company product that interests me, which is Xiaomi Incorporated, an internet technology entrepreneur.

First of all, the general information regarding the company 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 out the background, organizational structure, products and services that Xiaomi Incorporated provides to their customer.

In this case study, I have analysed the strength, weaknesses, opportunities, and threats of this company 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 Mi Electric Scooter. Here, I will be explaining the problems of the scooter that have grabbed my attention. The problem of the scooter that I discovered is that the scooter is not compatible with the poor quality roads. Next, the scooter is unstable when riding with one hand because the handlebars are very light. And lastly, the scooter power will drop the performance when we want to go uphill and it will reduce the battery power too much. 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

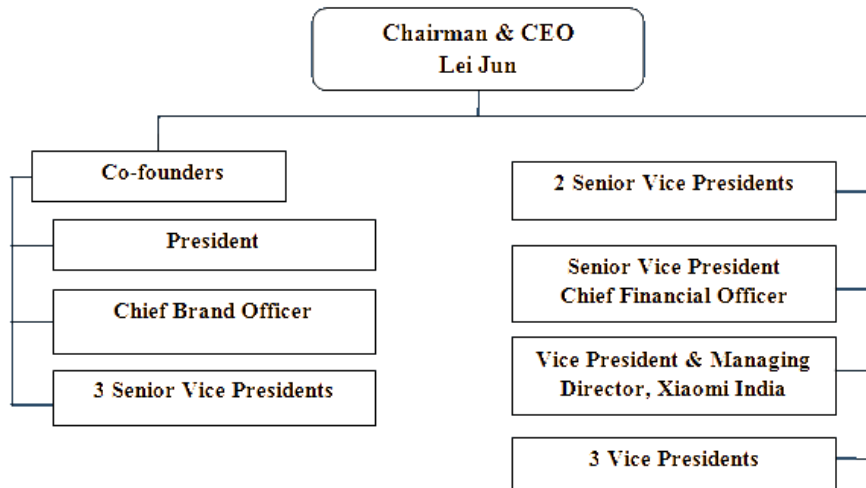


Figure 1 Organizational Structure

2.3 Product/ 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 2 Products and Services

2.3.1 Products

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