



اَوْنِبُوْرَسِيْتِيْ تِكْنُوْلُوْجِيْ مَارَا
UNIVERSITI
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MARA



COMPANY ANALYSIS

XIAOMI CORPORATION

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

FACULTY & PROGRAMME : FACULTY OF SPORTS SCIENCE AND
RECREATION

SEMESTER : PART 5

PROJECT TITLE : CASE STUDY OF DECATHLON GROUP

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ACKNOWLEDGEMENT

First and foremost, praise and blessings to Allah, the Almighty, for completing the mission completely and effectively by His gifts of blessing. To be prepared for my mission, all I need to do is consider taking the knowledge and assistance of a few useful contributions who deserved my heartfelt gratitude.

Though I am pleased with the outcome of this assignment, I would like to express my sincere gratitude to Dr. Athifah Najwani Hj Shahidan, my course instructor, for providing me with excellent advice on that assignment through various consultations. I'd like to express my gratitude to Dr. Athifah, who served as my mentor and provided me with a detailed understanding of the subjects as well as guidance in the Technology Entrepreneurship course. I'd also like to express my heartfelt appreciation to those who assisted me in completing this task, both internally and externally.

I am grateful to my beloved family for their help, kindness, and hardships in educating and inspiring me toward success in order for me to have access. My colleagues and superiors receive deep gratitude for their support and encouragement. In order to complete this task, you must dress accordingly. Thank you to my colleagues for offering helpful feedback about my work, which helped me to improve the consistency of the assignment.

Finally, I owe a debt of gratitude to a large number of people who, whether deliberately or accidentally, assisted me in completing the research projects.

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EXECUTIVE SUMMARY

The aim of this report was to look at why Xiaomi has been such a big success in the industry since its founding in 2001 and to make some suggestions for its continued success. The company that make a lot of innovation since its founding.

The methods used in the report include external analysis (Strength, Weakness, Opportunity, Threat analysis), internal analysis (product analysis and determinants of strategic options and also solution) and analysis of strategic outputs. In addition, a survey which can be found in Appendix part was conducted in a focus product to success on the analysis.

Xiaomi has grown to be a hugely popular smartphone manufacturer and retailer. It sparked a business phenomenon, and many market players are now attempting to emulate it. As a result, the following recommendations have been addressed in the report to resolve its product evolve, product improvement, and product solution of Mi Smart Scale 2:

- The product SWOT analysis
- Mi Smart Scale 2 Weakness and Finding
- The product Recommendation and Improvement
- New Solution for the product to evolve into new innovation of the future product.

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

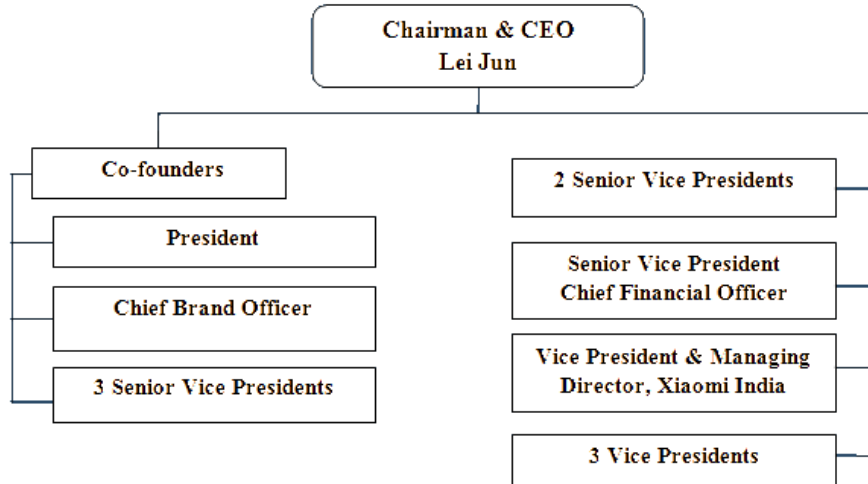


Table 3.0 Organizational Structure

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 4.0 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 our works, jobs, assignment easily. We need the technology to help us do our daily activity. Xiaomi company that