



COMPANY ANALYSIS

Xiaomi Corporation

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

**FACULTY & PROGRAMME : FACULTY OF COMPUTER AND MATHEMATICAL
SCIENCES**

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TABLE OF CONTENTS

CONTENT	PAGE
ACKNOWLEDGEMENT	1
LIST OF FIGURES	2
LIST OF TABLES	3
EXECUTIVE SUMMARY	4
1.0 INTRODUCTION	5
1.1 Background of Study	5
1.2 Problem Statement	5
1.3 Purpose of the Study	6
2.0 COMPANY INFORMATION	7
2.1 Background	7
2.2 Leadership Team	8
2.3 Product/Services	8
2.4 Business, Marketing, Operational Strategy	9
2.5 Financial Achievement	9
3.0 COMPANY ANALYSIS	10
3.1 SWOT Analysis	10
4.0 FINDINGS AND DISCUSSION	12
4.1 Findings	12
4.2 Discussion	12
4.2.1 Wheel on the bottom	13
4.2.2 Timer set for the fragrance be sprayed out	13
5.0 RECOMMENDATION AND IMPROVEMENT	14
6.0 CONCLUSION	15
7.0 REFERENCES	16
8.0 APPENDICES	17

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EXECUTIVE SUMMARY

This case study is about Xiaomi Corporation. Xiaomi is an internet company with smartphones and smart hardware linked by an Internet of Things (IoT) platform at its main. The company persistently builds incredible products with honest prices to let one and all in the world enjoy a superior life time through advanced technology.

The first part of this case study has been concentrating on accumulating the company information for instance the background of company, the problem statement, and the purpose of the study. Through the analysis, there are approximately problems that could be acknowledged in the company.

The second part of the case study focuses on its' background, leadership team, products and services, technology, business, marketing, and operational strategy.

For the third part, we only use SWOT, which is the short form for strength, weaknesses, opportunities, and threats. By doing this analysis, I able to figure out a better technology solution that can be implemented in the company to cope the current issues that opposed by the company. The fourth part is for me to find the findings and discussion for this report of case study about Xiaomi Corporation. The last one is for the recommendation and improvement section.

Yan Kesheng – Vice President, Chairman of Group Quality Committee

Shang Jin – Vice President, General Manager of Department of China Region

He Yong – Vice President

Chang Cheng – Vice President

Gao Ziguang – Vice President

Lin Shiwei – Vice President

2.3 Product/Services

- **Vacuum** – A vacuum cleaner, also known as a vacuum or a Hoover, is a device that causes suction in order to remove debris from floors, fabric, curtains, and other surfaces. It is generally electrically driven. A vacuum's force is caused by a variance in air pressure. A fan driven by an electric motor decreases the pressure inside the machine. Distinctive pressure then thrusts the air through the carpet and into the nozzle, and so the dust is literally pushed hooked on the bag.
- **Smart Television** - smart TV includes an operating system that allows user to access, accomplish, and view online and network-based media content without the need to connect to an additional box. Smart TVs access online content by connecting to the same broadband router and Wi-Fi network that user use to connect their computer to the internet.
- **Speaker** – An electroacoustic transducer, or loudhailer, is a system that transforms an electrical audio signal into sound. The dynamic speaker is the most common kind of speaker.
- **Mobile devices** -. Mobile device is a general term for any handheld computer or smartphone. The term is interchangeable with 'handheld,' 'handheld device,' and 'handheld computer.' Tablets, e-readers, smartphones, PDAs and portable music players with smart abilities are all mobile devices
- **Bedside Lamp** – A bedside lamp is a light that is placed next to a bed. It is usually small in size so it can fit on a nightstand or table, but basically any lamp designed to