



COMPANY ANALYSIS

Xiaomi Corporation

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NAME : SHARIF MOHAMAD SYAZWAN BIN SHARIF ISMAIL

STUDENT ID : 2018801444

GROUP : RCS2406B

LECTURER : DR NURSYAMILAH ANNUAR

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EXECUTIVE SUMMARY

This case study is about Xiaomi Corporation which is an internet company that focuses on smartphones and smart hardware that are all linked via an Internet of Things (IoT) network. Because of the company's popularity and brand name, its products are well-known around the world.

We will learn to analyze, apply information, rationale, and draw conclusions from this study to gain a better understanding of this company. The first section of this case study focused on gathering company details such as the company's history, problem statement, and study intent. Any issues in the business can be found as a result of the investigation. These issues were investigated, and some ideas and improvements were suggested in order to produce a higher-quality product that is well-known among customers worldwide.

The second section of the case study focuses on its history, organizational structure, goods and services, technology, industry, marketing, and operational strategy. In the third section, we use SWOT technique, which is an abbreviation for the company's strengths, weaknesses, opportunities, and threats, to analyze the company's products or services and gain a better understanding on how the company operates.

The fourth section is to come out with the conclusions and discussion for this case study report about Xiaomi Corporation and the final section is for the recommendations and improvement.

2.3 Product/Services

- Mobile Phone - A mobile phone, also known as a cellular phone, cell phone, cellphone, handphone, or hand phone, is a portable telephone that can make and receive calls over a radio frequency connection while the user is traveling within a telephone service area.
- IoT Product - IoT devices, such as the many devices on the internet of things, are nonstandard computing devices that link wirelessly to a network and have the capacity to transfer data (IoT). These devices, which are embedded with technology, can communicate and connect through the internet.

2.4 Business, Marketing, Operational Strategy

Business type: Consumer electronics technology and Computer hardware

Xiaomi incorporated hunger marketing into their digital marketing campaigns. The business worked in accordance with the emotional needs of their target consumer group, creating a scarcity of supply on purpose, creating a buzz in the industry, and instilling in consumers a desire to own a MI device.

Key Takeaways from Xiaomi's Business Strategy

- Creating and Using a Fan Base - Since 2012, the company has amassed a massive fan base that includes millions of people all over the world. Fans spent countless hours online debating Xiaomi products on various forums, increasing brand recognition at no additional cost to the company. Every mobile business, like Apple, has a devoted following.
- Creating Outstanding Products at Reasonable Prices - Xiaomi developed a realistic design for their new technology, MIUI, with the aim of providing customers with excellent goods at affordable prices. They have also reached the lower-income community by offering excellent technology. They can easily obtain these smartphones. Xiaomi primarily competes with the industry by offering low-cost