



اُنُوْزِيسِيْوِيْ تِيْكَوْلُوْجِيْ مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA



## **COMPANY ANALYSIS**

### **XIAOMI CORPORATION**

**TECHNOLOGY ENTREPRENEURSHIP (ENT600) : CASE STUDY**

**FACULTY & PROGRAMME** : **FSKM/CS240**

**SEMESTER** : **6**

**PROJECT TITLE** : **SMART SCALE WITH  
CATEGORIZED SCALE BUTTON**

**NAME** : **SITI LIYANA BINTI MOHD PEDZLI**

**GROUP** : **RCS2406A**

**LECTURER NAME** : **DR. NURSYAMILAH BT ANNUAR**

## **ACKNOWLEDGMENT**

I would like to express my heartfelt gratitude to my lecturer, Dr. Nursyamilah Bt Annuar, for providing me with the golden opportunity to complete this wonderful assignment on the topic of company analysis, where this assignment and the research analysis behind it would not have been possible without her exceptional guidance. Her enthusiasm, knowledge, and strong attention to detail have been an inspiration and have kept my work on track. As a result, I learned a lot about a lot of new topics that were covered in this assignment. The following topics were discussed in this assignment: the company's history, SWOT analysis of Xiaomi's company, a problem analysis of Xiaomi's scale product, and so on. Last but not least, the kindness and assistance of others has aided me in many ways in improving this study and has saved me from many errors, where those that eventually remain are solely my responsibility.

## TABLE OF CONTENT

	<b>PAGE</b>
TITLE PAGE	i
ACKNOWLEDGEMENT	ii
LIST OF FIGURES	iii
LIST OF TABLES	iv
EXECUTIVE SUMMARY	v
<b>1. INTRODUCTION</b>	<b>1</b>
1.1 Background of the study	1
1.2 Problem Statement	1
1.3 Purpose of the study	2
<b>2. COMPANY INFORMATION</b>	<b>2</b>
2.1 Background of company	2
2.2 Organizational Structure	3
2.3 Products/Services	5
2.4 Technology	6
2.5 Business, marketing and operational strategy	7
<b>3. COMPANY ANALYSIS</b>	<b>8</b>
3.1 SWOT Analysis	8
<b>4. FINDINGS AND DISCUSSION</b>	<b>10</b>
4.1 Findings	10
4.1.1 Problem 1: Scale is not accurate	11
4.1.2 Problem 2: Apps only show BMI calculation	12
4.1.3 Problem 3: Hard to know BMI categories	12
4.2 Discussion	12
<b>5. RECOMMENDATION AND IMPROVEMENTS</b>	<b>13</b>
<b>6. CONCLUSIONS</b>	<b>15</b>
<b>7. REFERENCES</b>	<b>16</b>
<b>8. APPENDICES</b>	<b>17</b>

## **EXECUTIVE SUMMARY**

For this case study, the smart scale of Xiaomi's company was examined. I have learned to evaluate, applying insight, reasoning, and concluding this research to build a good company in the future. The first section of this case study was dedicated to gathering information about Xiaomi's company. The history, organizational structure, products, industry, marketing, and operational strategy of Xiaomi's company have all been developed. The SWOT analysis was then used to analyze Xiaomi's products and services to have a deeper understanding of how the business works. Some issues in Xiaomi's Smart Scale product have been identified as a result of the analysis. These issues were investigated, and some solutions and improvements were proposed to produce a higher-quality smart scale product that is well-known among customers all over the world.

### 2.3 Product / Services

Xiaomi is a well-known smartphone brand. However, smartphones are not the company's only commodity. It also produces smart TVs, smart home appliances, smartphone accessories, fitness bands, security cameras, and air purifiers. These devices are an extension of the company's mobile and internet-of-things (IoT) strategy.

Xiaomi released a smart weighing scale 2 (Mi Scale 2) in China and Taiwan in 2015. The system not only measures a user's weight but also calculates Body Mass Index (BMI) and saves the data to the user's linked smartphone through the Mi Fit app. The picture of Mi Scale 2 is shown below.



Figure 3: Mi Scale 2

The Mi Scale 2 can be used without being connected to the app. The weight would then be shown in kilograms. The scale would turn off after a few moments. Other (lighter) objects may also be weighed on the scale.