



اَبُو سَيْدِي تَيْكُونُو لَوِيْنُ مَرَا
UNIVERSITI TEKNOLOGI MARA



xiaomi

COMPANY ANALYSIS

XIAOMI

TECHNOLOGY ENTREPRENEURSHIP (ENT600) : CASE STUDY

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EXECUTIVE SUMMARY

The Smartmi smart toilet seat is not user friendly. This will make people lose interest in buying Xiaomi products and services. Not only that, it will give a bad reputation to the company. Next, the product also cannot be connected with WiFi or bluetooth which will give hard time to the user to keep in track with problems regarding the toilet seat. To live a healthy and clean lifestyle, we must give more attention to our environment especially at home. A healthy life will give a lot of benefits to individuals. Despite that, there are also benefits that consumers can get when using a Smartmi smart toilet bowl. For example, users do not need to flush or clean the toilet seat because all those things will be done by a smart toilet seat. Other than that, people will have no problem in the pressure of bidet because it can be controlled as the user desires. To summarise, a better version of the product should be developed that can solve the problems mentioned above in order to meet the needs of customers who often encounter problems while using toilet seats.

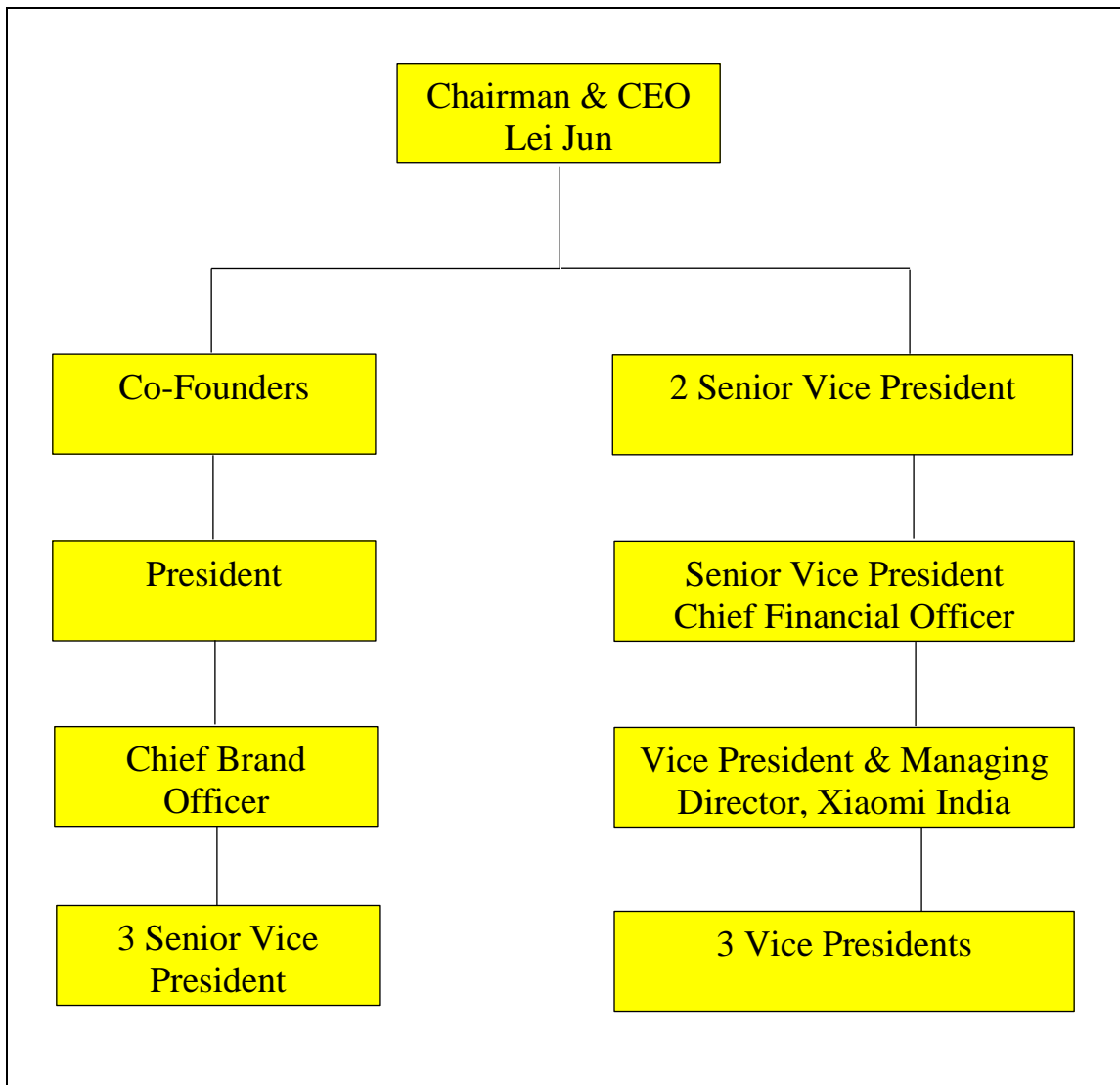


Figure 1: Organizational Structure of Xiaomi Company

However, this type of system has many drawbacks, such as making it more difficult to manage a large number of employees and making it more difficult to know what subordinates are doing or what problems they are having. Despite this, Lei Jun limited the team responsible for a mission to no more than ten individuals within their span of influence. This makes it easier for the boss to keep charge of the squad.

2.3 Products/Services

Despite the fact that Xiaomi has only been in the smartphone market for four years. It has successfully gained global recognition as a distributor of low-cost smartphones.