



COMPANY LOGO



COMPANY ANALYSIS

NAME OF COMPANY
Xiaomi Corporation

TECHNOLOGY ENTREPRENEURSHIP (ENT600) : CASE STUDY

FACULTY & PROGRAMME : FACULTY OF APPLIED SCIENCE
SEMESTER : BACHELOR OF MARINE TECHNOLOGY (HONS)
PROJECT TITLE : PART 4
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EXECUTIVE SUMMARY

This project is an attempt to know how the theories can be applied to a practical situation. As a student in UiTM Arau, it is a part of a study for everyone to undergo a case study project. So, for this purpose, I got the opportunity to research a company which manufactured the smartphone's product that I want to develop, which is Xiaomi Corporation company that also develops smartphones, currently based in China. In the first part of the project report, I able to collect general information of the company such as the background of the company, technology used and different kind of furniture that the company manufactured. In the second part of the project report, by doing the SWOT analysis, I able to distinguish the strength, weakness, opportunities and threats of this company and figure out a better technology system solution that can be implemented in the company to cope the current issues that opposed by the company. The strategy and planning to improve the existing system are essential in business development growth.

2.2 Organizational Structure

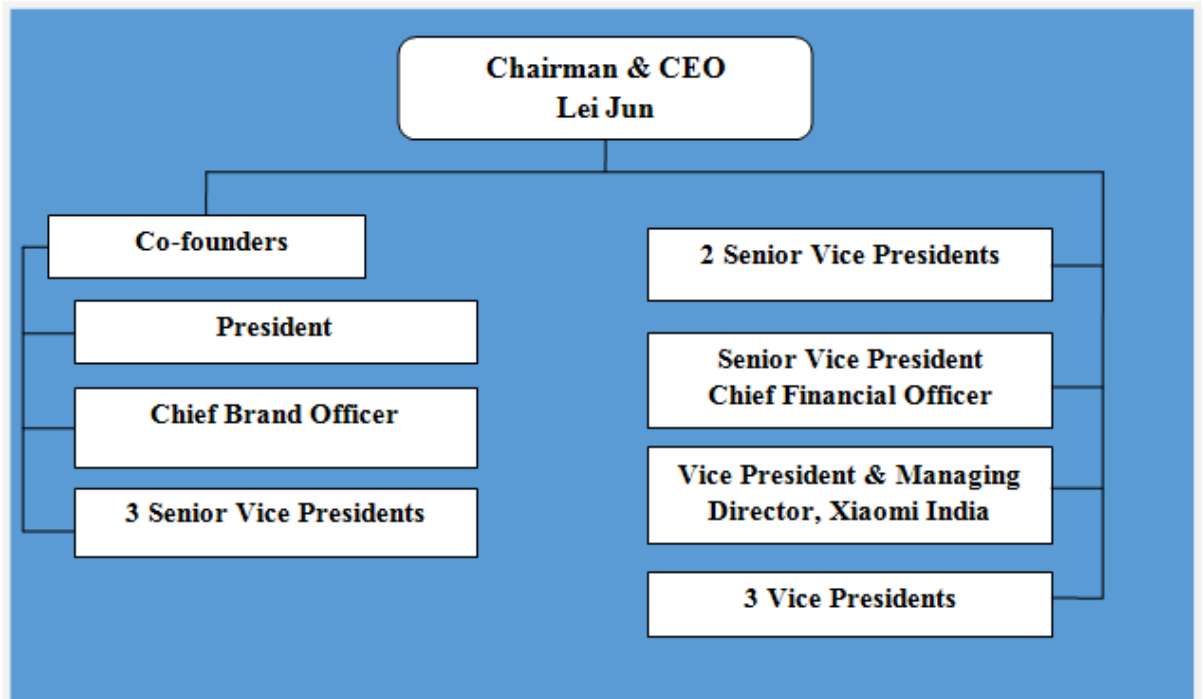


Figure 2

2.3 Products/Services

Xiaomi produces many products. Observers suggest that part of Xiaomi's rapid success rests on its ability to differentiate itself within the Android universe. The company has increased its range of products; its smartphones include: Mi Series, Mi Note Series (got a new update after 3 years, with the Mi Note 10 Pro), Mi Max Series, Mi Mix Series, Redmi and POCO Series. As well as mobile phones, Xiaomi has started selling wearables, mobile accessories, and appliances such as television and speakers. In 2018 it was selling tablets, laptops, and smart-home devices.

Xiaomi operates on a vertically-integrated model that enables the company to sell hardware at cost or below in order to attract users and earn money by selling content. Hugo Barra, a former Google executive who served Xiaomi's vice president from