



اُنْبُوْرَسِيْتِيْ بِتِيْكْنُوْلُوْجِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA



xiaomi

COMPANY ANALYSIS

Xiaomi Corporation

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

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Table of Contain

	Page
Aknowledgement	i
List of figure	ii
List of table	iii
Executive summary	iv
1. INTRODUCTION	1
1.1 Background Of The Study	1
1.2 Problem Statement	1
1.3 Purpose Of The Study	1
2. COMPANY INFORMATION	2
2.1 Background	2
2.2 Organizational Structure	3
2.3 Products/Services	4
2.4 Technology	5
2.5 Business, marketing, operational strategy	6
3. COMPANY ANALYSIS	7
3.1 SWOT	7
4. FINDINGS AND DISCUSSION	9
4.1 Findings	9
4.2 Discussion	10
5. RECOMMENDATION AND IMPROVEMENT	13
6. CONCLUSION	14
7. REFERENCES	15
8. APPENDICES	16

Executive Summary

Xiaomi Corporation is the big company founder by China is release various of product in many categories such as home applicant, smart device, sport, and audio. It is focusing on the current technology, with approach to customer with media social such as Facebook. So that, any problem of the product can be identified through the media and overcome with some solution.



There are three major problem was identified which are the power bank fast run out of the battery, fast heat up, and required cable when want using it. This major problem of fast heat-up is the most issue need to solve because it involves safety' user. When the power bank fast heat-up and it will become overheating so it will explode. Aside from that, there are a few solutions can solve this problem. Firstly, doing some renovation and researching by using panel solar setup with the controller panel. The function of Control panel is control input of capacity and temperature. Next, Improve the technology by developed new wireless power bank and addition attach some application on the device to connect with the power bank. The function application is to connect and charge the device and give notification to user about the temperature condition.

2.3 Products

Xiaomi has a wide range of products. Xiaomi's rapid success, according to observers, is due in part to its ability to stand out in the Android world. The company has expanded its product line to include smartphones such as the Mi Series and Mi Note Series (got a new update after 3 years) Xiaomi has begun offering wearables, mobile apps, mobile watches, and appliances such as televisions and speakers in addition to smartphones. It sold tablets, notebooks, and smart-home gadgets. In addition, Xiaomi also had sold hardware and home application, simple goods such as sunglasses, caps, pillows, glass lunchboxes, cups, filters, bags, backpacks, and umbrellas.

Xiaomi's Power Bank type:

Table 2.1 Product provided by Xiaomi Corporated

NO	Type of Product & Description	Example of Product
1	<p>1000mAh Mi Power Bank Pro</p> <ul style="list-style-type: none"> ○ Type-C charging ○ High density batteries ○ Two-way fast charging 	
2	<p>5000mAh Mi Power Bank</p> <p>ATL/Lishen lithium-ion polymer battery cells in a super slim 9.9mm aluminium case</p>	
3		