FACULTY OF ARCHITECTURE, PLANNING AND SURVEYING DEPARTMENT OF SURVEYING SCIENCE AND GEOMATICS BACHELOR OF SURVEYING SCIENCE AND GEOMATICS (HONOURS) – AP220

COMPANY ANALYSIS

XIAOMI CORPORATION

TECHNOLOGY ENTREPRENEURSHIP ENT600: CASE STUDY

FACULTY & PROGRAMME : FACULTY OF ARCHITECTURE, PLANNING
AND SURVEYING -AP220

SEMESTER : EIGHT (8)

PROJECT TITLE : POCO X3 NFC

NAME : MOHAMAD ZUHDI BIN MAHMUD

LECTURER : DR. SHAFIQ SHAHRUDDIN

ACKNOWLEDGEMENT

TABLE OF CONTENT

EXECUTIVE SUMMARY

Xiaomi Corporation is a Beijing-based Chinese multinational electronics firm that was established in April 2010. Xiaomi manufactures and invests in a wide range of items, including tablets, tablet games, tablets, home appliances, clothing, watches, consumer electronics, and more. Xiaomi has a sizable user base that includes millions of people all over the world. Xiaomi's economic edge stems from the low prices of its goods and services. Simply put, the low cost of Xiaomi goods and services is the primary explanation for customers purchasing them. Due to the vast benefits of smartphones and how it affect our daily lives, many players in smartphones industry including Xiomi competes and keep producing better product over the years to satisfy the users' need. In which case, the purpose of this study is to improve the quality of current smartphones in term of specifications and user-friendly features. The product, Poco X3 NFC begin with 64 GB or 128 GB of storage. Both versions of the have the same 6 GB of RAM. However, this model from Poco series only came with single front lens camera despite being quite good in smartphone specifications. Not to mention, this phone also does not have LED flash light which is common nowadays and this smartphone does not have dedicated slot for MicroSD for users to add external memories for storage. In which case, this issue can be solved by the front camera could be upgraded into better quality with higher megapixels. In addition, the LED flash light shall also be equipped to the front camera while the issue regarding the microSD could be solved by upgrading the slot so it can support to attach a microSD in it. The proposed solution for these problems is to upgrade the features that came with the phone so the user could experience more with their device.

2.3 Product/Services

On their website and on third-party websites, Xiaomi sells smartphones (Mi Series, Mi Note Series, Mi Max Series, Mi Mix Series, and Redmi Series), tablets, laptops, wearable gadgets, TVs, routers, and other smart home devices. The following is a list of some of their brands:

1. MIUI

   - MIUI is the operating system used for Xiaomi's smartphones. MIUI is a stock and aftermarket Android firmware based on the open-source Android operating system for smartphones and tablet computers. It is compatible with Xiaomi as well as other manufacturers' smartphones. It is Xiaomi's very first offering.

2. Mi Series

   - The Xiaomi Mi series is Xiaomi's flagship smartphone line.

   - According to benchmarking apps Antutu, Quadrant, and Geekbench, the Mi 3 uses a tweaked Qualcomm Snapdragon 800 and is the world's fastest Android smartphone.

   - On the 24th of February, Xiaomi unveiled the ceramic Mi 5 at MWC 2016. It also has NFC and Mi Pay, a mobile payment service that was introduced in April 2016.

   - Xiaomi launched the Mi 5s and Mi 5s Plus on September 27, 2016.

   - Xiaomi launched the Mi MIX on November 4, 2016. The Mi mix has a 91.3 percent screen-to-body ratio, which was accomplished by replacing all top-mounted sensors: the proximity sensor was replaced by ultrasound, the earpiece was replaced by a piezoelectric speaker that generates sound by vibrating the metal frame, and the front-facing camera was moved to the bottom.

   - In February 2017, Xiaomi released the Mi 5c, which featured the company's first in-house processor, the Pinecone Surge S1.

   - On February 20, 2019, Xiaomi Mi 9 was unveiled in Beijing, China. This is Xiaomi's first smartphone with three cameras. It is equipped with an 8GB RAM Snapdragon 855 SoC.

3. Mi Note Series