



اَبُو سَيِّدِي تِكْنُوْلُوجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA



COMPANY ANALYSIS

XIAOMI CORPORATION

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

FACULTY : FACULTY OF ARCHITECTURE, PLANNING AND SURVEYING

PROGRAMME : BACHELOR OF SURVEYING SCIENCE AND GEOMATICS (HONS.)

PROJECT TITLE : Pre10 Ultra

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TABLE OF CONTENT

	PAGE
TITLE PAGE	i
ACKNOWLEDGEMENT	ii
LIST OF FIGURES	iv
LIST OF TABLE	v
EXECUTIVE SUMMARY	vi
1. INTRODUCTION	
1.1. Background of The Study	1
1.2. Problem Statement	1
1.3. Purpose of The Study	1
2. COMPANY INFORMATION	
2.1. Background	2
2.2. Organizational Structure	3
2.3. Products / Services	4
2.4. Business, Marketing, Operational Strategy	7
3. COMPANY ANALYSIS	
3.1. SWOT	9
4. FINDINGS AND DISCUSSION	
4.1. Findings	12
4.2. Discussion	14
5. RECOMMENDATION AND IMPROVEMENT	15
6. CONCLUSION	17
7. REFERENCES	18
8. APPENDICES	19

EXECUTIVE SUMMARY

This project aims to learn how the ideas can be used in a seamless fashion. This is compulsory for me to perform this case study and got an opportunity to getting know about the well-established company that produce the technology that I want to develop which is brand new smart phone that will be innovated from this company's model which is from Xiaomi Corporation. Xiaomi corporation is a Chinese multinational electronics company. Xiaomi produces and invests in smartphones, computer applications, computers, home appliances, luggage, shoes and many more.

Firstly, all the general information about Xiaomi Corporation is gather which includes company background, technology used, marketing strategy until they can success in local and global market. In this company analysis, it is focusing on the smart phone that is produced by the Mi company to be investigate, identified and analyzed along with their current problems and come out with solutions. All the requirement to study the company is based on the SWOT analysis that consist of strength, weakness, opportunity and threat. With the analysis that has been done, new product will be produce with better technology with upgraded system of their released product. At the end of this report, I would like to invent a new version of smart phone that will counter the Mi Note 10 Pro based on the SWOT analysis that has been carry out

2.3 Mission and Vision of Xiaomi Corporation

- Making quality technology accessible to everyone.
- Constantly refining and enhancing our products to create the best user experience possible

2.3 Product and Services

Smart Phone



Mi Note 10 Lite
Qualcomm® Snapdragon™ 730G processor
Storage and RAM: 8GB+128GB
Display: 6.47" 3D curved AMOLED display
Battery: 5260 mAh



Mi 9T Pro
Qualcomm® Snapdragon™ 855 processor
Storage and RAM: 8GB+128GB
Display: 6.47" 3D curved AMOLED display
Battery: 4000mAh



Mi 11 Lite
Qualcomm SM7350-AB Snapdragon 780G
Storage: 128GB 6GB RAM, 128GB 8GB RAM, 256GB 8GB RAM
Display: AMOLED, 1B colors, HDR10+, 90Hz, 500 nits
Battery: Li-Po 4250 mAh, non-removable

Figure 3 Smart Phones from Xiaomi