



اَوْنَبُوْزِ سَيِّدِي تِي كُنُوْ لُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA



COMPANY ANALYSIS

HUAWEI

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

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Huawei is among the three companies holding the largest share in the smartphone market in 2018 where the first is Apple, the second is Samsung and Huawei is in third place. There are 4 things that Huawei focuses on in marketing strategy to be among the top three companies which is product, price and promotion.	26
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EXECUTIVE SUMMARY

The purpose of this project is to identify the problem in the product. Huawei is the organization that I have chosen. I selected the Huawei MateView monitor from their extensive line of products to do my investigation. I used the SWOT analysis to identify the monitor's strengths, weaknesses, opportunities, and threats in this case study. In contrast to Huawei's prior products, the uncommon Aspect Ratio and Resolution of this monitor is the most significant flaw I discovered. This allows me to develop the most effective solution by increasing the resolution and changing the aspect ratio.

2.3 Products and Services

SMARTPHONE	
SERIES	Huawei Mate Series
PRODUCT	Huawei Mate 40 Pro <ul style="list-style-type: none"> • Memory 8GB+256GB • Color: Mystic Silver • RM 3899
	Huawei Mate xs <ul style="list-style-type: none"> • Memory 8GB+512GB • Color: Interstellar Blue • RM 11,111
	Huawei Mate 30 Pro 5G <ul style="list-style-type: none"> • Memory 8GB+256GB • Color: Space Silver, Black, Orange • RM 4199
SERIES	Huawei P Series
PRODUCT	Huawei P40 Pro+ <ul style="list-style-type: none"> • Memory 8GB+512GB • Color: White Ceramic. Black Ceramic • RM 4299
	Huawei P40 Pro <ul style="list-style-type: none"> • Memory 8GB+256GB • Color: Mystic Silver • RM3899
	Huawei P40 <ul style="list-style-type: none"> • Memory 8GB+128GB • Color: Silver Frost, Blush Gold, Deep Sea Blue, Ice White, Black • RM2099