



اُنِيُوَسْتِيِي تِيَكُوَلُوِيْن مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

# COMPANY ANALYSIS

Xiaomi Mi Tv 3s 65

**TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY**

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**NAME:** : MUHAMMAD IKMAL BIN IHSAN (2019627244)

**LECTURER** : DR. ATHIFAH NAJWANI BINTI HJ SHAHIDAN

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## **SUMMARY**

This assignment is to identify the problem of the product which company that will be chosen in group of 5 students. For my group, we will be choosing Xiaomi Company as our representative company. Xiaomi has a lot of products, there is only one product to be chosen so I will be picking Xiaomi Mi Tv 3s 65 as product to be analysed. In this research, I have done the SWOT analysis in order to identify the strength, weakness, opportunities and threats of the Xiaomi Mi Tv 3s 65. In order to solve the problem Xiaomi Mi Tv 3s 65, I came up with an idea in order to solve this problem in this research.

## Products and Services

POWER SUPPLIES	
<b>TYPE</b>	Power Bank
<b>SERIES</b>	<ul style="list-style-type: none"> <li>• Xiaomi Mi Power Bank 3 Pro 20000 mAh Black ( £31.76)</li> <li>• Black Shark 10000 mAh Power Bank ( £16.04)</li> <li>• Redmi Power Bank 20000mAh Fast Charge Black ( £28.04)</li> <li>• SOLOVE camera cute hand warmer power bank N7 White ( £20.33)</li> <li>• Baseus Digital Display Fast Charging Power Bank 30000Mah Black ( £45.81)</li> <li>• SOLOVE W5 10000mAh Wireless Charging Power Bank Black ( £ 25.11)</li> </ul>

AUDIO	
<b>TYPE</b>	Headphones
<b>SERIES</b>	<p>Wired</p> <ul style="list-style-type: none"> <li>• NingMei Headset GS01 ( £ 36.82)</li> <li>• 1MORE Spearhead Gaming Headphones VRX ( £ 148.05)</li> <li>• Xiaomi Mi Headphones Light Edition ( £ 38.28)</li> </ul> <p>Wireless</p> <ul style="list-style-type: none"> <li>• 1More Voice of China Plus Bluetooth Over-Ear Headphones ( £ 219.10)</li> </ul>
<b>TYPE</b>	Portable Speaker
<b>SERIES</b>	<ul style="list-style-type: none"> <li>• Xiaomi Mi Compact Bluetooth Speaker 2 ( £10.45)</li> <li>• DreamWave BUBBLE Pods Portable Speaker ( £ 33.31)</li> <li>• Xiaomi Mi AI Touchscreen Speaker Pro 8 ( £ 70.70)</li> <li>• Xiaomi Mi AI Speaker White ( £ 37.74)</li> </ul>
<b>TYPE</b>	Bluetooth Headsets
<b>SERIES</b>	<ul style="list-style-type: none"> <li>• HAYLOU GT2 TWS Bluetooth Earbuds ( £18.10)</li> <li>• Liberfeel Bluetooth Earphones ( £ £16.33)</li> <li>• Xiaomi Mi Bluetooth Headset Youth ( £ 14.64)</li> <li>• CooWoo Bluetooth Car Charger Headset ( £ 24.45)</li> </ul>