



اَوْنَبُوْزِ سَيِّدِيْ تِيْكَنُوْلُوْجِيْ مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA



**HUAWEI**

## COMPANY ANALYSIS

HUAWEI

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

**FACULTY** : FACULTY OF COMPUTER SCIENCE AND MATHEMATICS  
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## **EXECUTIVE SUMMARY**

This case study is concerning to identify the flaws found in the product. The brand that I have chosen is Huawei by Huawei Technologies Co., Ltd. Among all the products they have produce, I decided to proceed with one of its newest PCs products which is Huawei Matebook X Pro 2020 to do my analysis. In this case study, the SWOT analysis of Huawei Matebook X Pro to identify its strength, weaknesses, opportunities and threats have been done. Through observation made, the main problem found in Huawei Matebook X Pro is its lack of exposure cause by poor product marketing by Huawei. In analyzing this problem, I have come out with the best solution which is to improve the advertising of Huawei Matebook X Pro by different marketing strategies.

## 2.3 Products and Services

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