



## **An Analysis of the Marketing Activities of Xiaomi Mobile**

Submitted to:-

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Submitted by:-

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Date of Submission: 12/01/2019

*“An Analysis of the Marketing  
Activities of Xiaomi Mobile”*

## Letter of Transmittal

Date: 12/01/2019

Teacher Dr. Mohammed Masum Iqbal  
Bureau of Business Administration  
Staff of Business and Entrepreneurship  
Daffodil International University

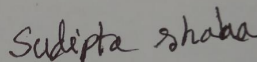
Subject: Submission of Internship Report on "An Analysis of the Marketing Activities of Xiaomi Mobile".

Dear Sir,

With incredible regard, I might want to educate you that, it is an extraordinary delight for me to present the entry level position give an account of "An Analysis of the Marketing Activities of Xiaomi Mobile" as a prerequisite for the fulfillment of BBA program. I sincerely thank you for your direction amid the planning of this report. Any kind of recommendation in regards to the report will be significantly recognized and I will be satisfied if our report fills its need.

I hence, ask for you to acknowledge this report and give me legitimate recommendation to work in my expert life and I ask and trust that the missteps, the report may have will be compassionately pardoned. In conclusion, I ask your caring thought for assessing this report.

Earnestly Yours



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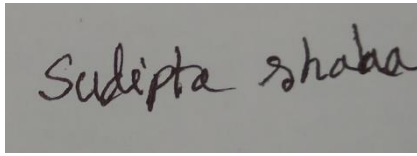
Sudipta Saha

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## Statement

This is Sudipta Saha, thus pronounce that the report of temporary job program titled "An Analysis of the Marketing Activities of Xiaomi Mobile" is extraordinarily arranged by me.

I affirmation that, the report is set up for my scholastic prerequisite not for other reason. It may be with the enthusiasm of inverse gathering of the enterprise. I likewise guarantee that this report isn't submitted anyplace of Bangladesh before me.

A rectangular box containing a handwritten signature in black ink that reads "Sudipta Saha".

Sudipta Saha

ID: 151-11-4340; (Major-Marketing)

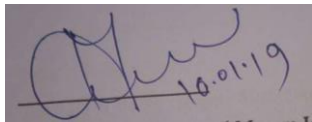
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Faculty of Business and Entrepreneurship  
Daffodil International University

## Letter of Acceptance

This is to affirm that Sudipta Saha, ID NO: 151-11-4340. Major in Marketing, Bachelor of Business Administration, Faculty of Business and Entrepreneurship, Daffodil International University (DIU) has effectively finished his entry level position program under my watch.

His entry level position write about "An Analysis of the Marketing Activities of Xiaomi Mobile" is acknowledged for accommodation and introduction.

I wish his all out accomplishment throughout everyday life.



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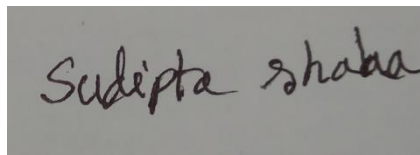
Educator Dr. Mohammed Masum Iqbal

Department of Business Administration  
Faculty of Business and Entrepreneurship  
Daffodil International University

## Affirmations

Amid entry level position customized, I have been blessed to get support, help and consolation from various people. To begin with, I might want to express my thankful gratefulness to the omnipotent Allah for empowering me to finish this report effectively.

I need to pass on my ardent regard and cheerful on account of decent manager Professor Dr. Mohammed Masum Iqbal. Branch of Business Administration, Faculty of Business and Entrepreneurship, Daffodil International University, for his consolation, direction, exhortation and profitable supervision. I am fortunate for inspiring the chance to set up this report under his watch and direction. Without his guidance, it was inconceivable for me to finish this report effectively. Also, I might want to give an exceptional on account of the Almighty for given me such tolerance and power for finishing this report easily.

A rectangular box containing a handwritten signature in black ink that reads "Sudipta Saha".

Sudipta Saha

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Daffodil International University

## Official Summary

This temporary position report depends on my entry level position program as it is required for the BBA program. Xiaomi Corporation in Bangladesh presently comprises the center of the nation's administration data framework. Consumer loyalty's is a standout amongst the most crucial impressions of the movement toward headway and advancement for this organization. The accomplishment of the consumer loyalty's is the key input to enhance benefit quality. The report has composed in three parts.

First section including early on part of the report, there I notice principle goal of the report. The fundamental target of the report is to investigate the consumer loyalty's of the Organization as entirety. In setting up this report I utilize both essential and auxiliary information.

The second part where I examine subtleties data about Xiaomi versatile and statistical surveying about Xiaomi's. Also, distinguished its action and item class of Xiaomi versatile.

The third section manages a few discoveries the issues and give a few proposals to tackled the issues which are drawn by investigation of entire report. At that point I closed my report saying a few proposals and avocations which may assist Xiaomi's with reducing its present issues.

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# *Chapter 1*

## *Introduction*

## 1.1 Introduction:

Xiaomi Corporation is a Xiaomi driving in both the greatest market, China, and the second-greatest market, India. Xiaomi later developed a progressively broad extent of customer equipment, including a canny

## 1.2 Background of the Study:

I have picked Customer Satisfaction of Xiaomi Mobile as the zone of my Internship as a result of its one of the greatest wireless association in Bangladesh. I have took in a lot in my speculative courses which helped me to grasp the exhibiting activity done by Xiaomi flexible.

## 1.3 Objectives of the Study:

- To perceive the aftereffects of Xiaomi Mobile;
- To elucidate promoting mix of Xiaomi Mobile;
- To perceive the issues related to advancing activities of Xiaomi Mobile;
- To make a couple of recommendations to deal with the issues;

## 1.4 Methodology of the Study:

This examination is an exploratory research which rapidly examination the "Purchaser steadfastness of Xiaomi Mobile". I have accumulated the data's or information's from the going with sources which had helped me to make report. Those sources are segregated into two areas.

- Primary Source
  - Secondary Source
- i. Primary Sources:
- Face to go up against exchange with customers.
  - Direct observation on their assorted things and advancing techniques they are taken.
  - Practical work contribution in the affiliation.
- ii. Secondary Sources:
- Internet is in like manner used as a theoretical wellspring of information.
  - Website and announcements are in like manner used as genuine sources.

- Prospectus and Relevant books.

# *Chapter 2*

## *About Xiaomi Mobile*

## 2.1 History of Xiaomi Mobile:

Xiaomi deals with a vertically-consolidated model that enables the association to move gear at cost or underneath in order to attract customers and obtain money by moving substance. Hugo Barra, a past Google official who served Xiaomi's VP from 2014 to 2017, depicted the relationship as "an Internet and an item association generously in excess of a gear association".

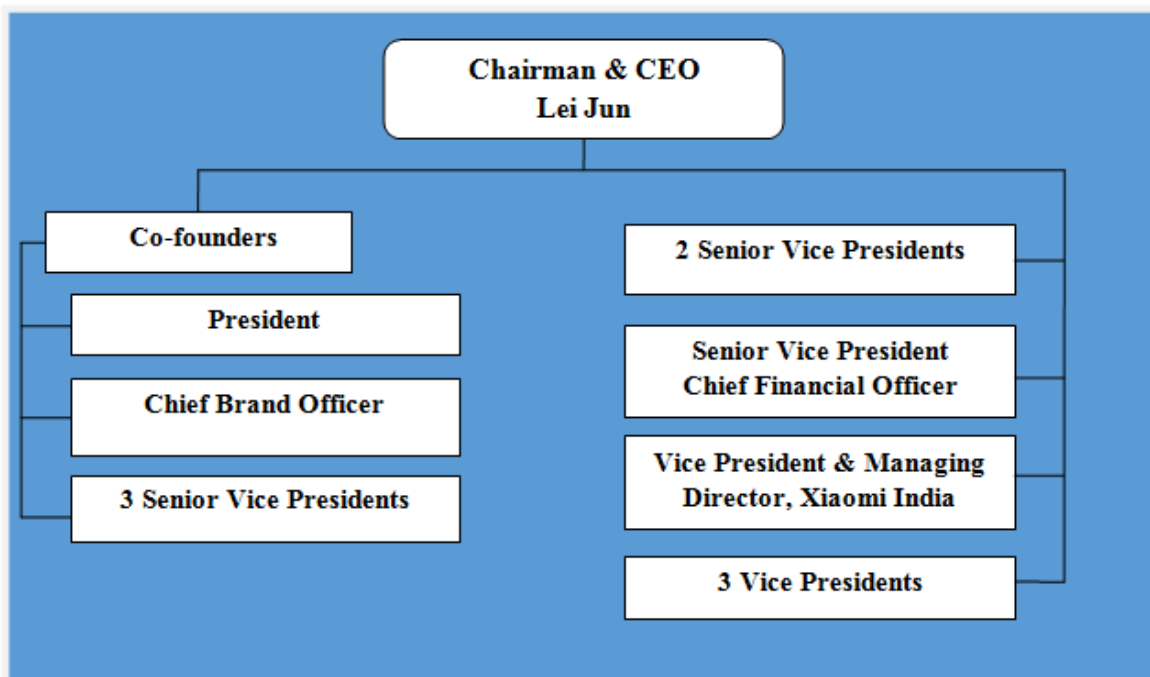
Xiaomi furthermore keeps its costs low or close "bill-of-material" by keeping most of its things in the market longer, eighteen months instead of the half year standard sought after by various Smartphone associations. This strategy grants Xiaomi to abuse esteem diminishes in the expenses of key parts of its things. It engages the association to offer hardware with points of interest like top notch devices at a little measure of the cost.

association's drive for market care. This natural framework is a gigantic wellspring of salary as appeared in 2015, when bargains from the stage came to \$750 million.

## 2.2 Management of Xiaomi:

Xiaomi Inc. is a restrictive contraptions and Software Company built up in 2010 by consecutive business visionary Lei Jun, close by seven other prime

supporters. The versatile web association has set up its quality in 70 countries and regions and it is among the best 5 of each 16 markets. Xiaomi starting at now uses around 18,000 people. In 2017 Xiaomi delivered more than RMB 100 billion earnings and expected to get recorded in the Fortune Global 500 once-over in not all that removed. Xiaomi business framework relies upon cost advantage. What's more, the association gathers and uses its significant fan base beneficially with positive implications on customer commitment and the essential worry for the business. A powerful augmentation of natural arrangement of things and organizations is in like manner put at the focal point of Xiaomi business method.



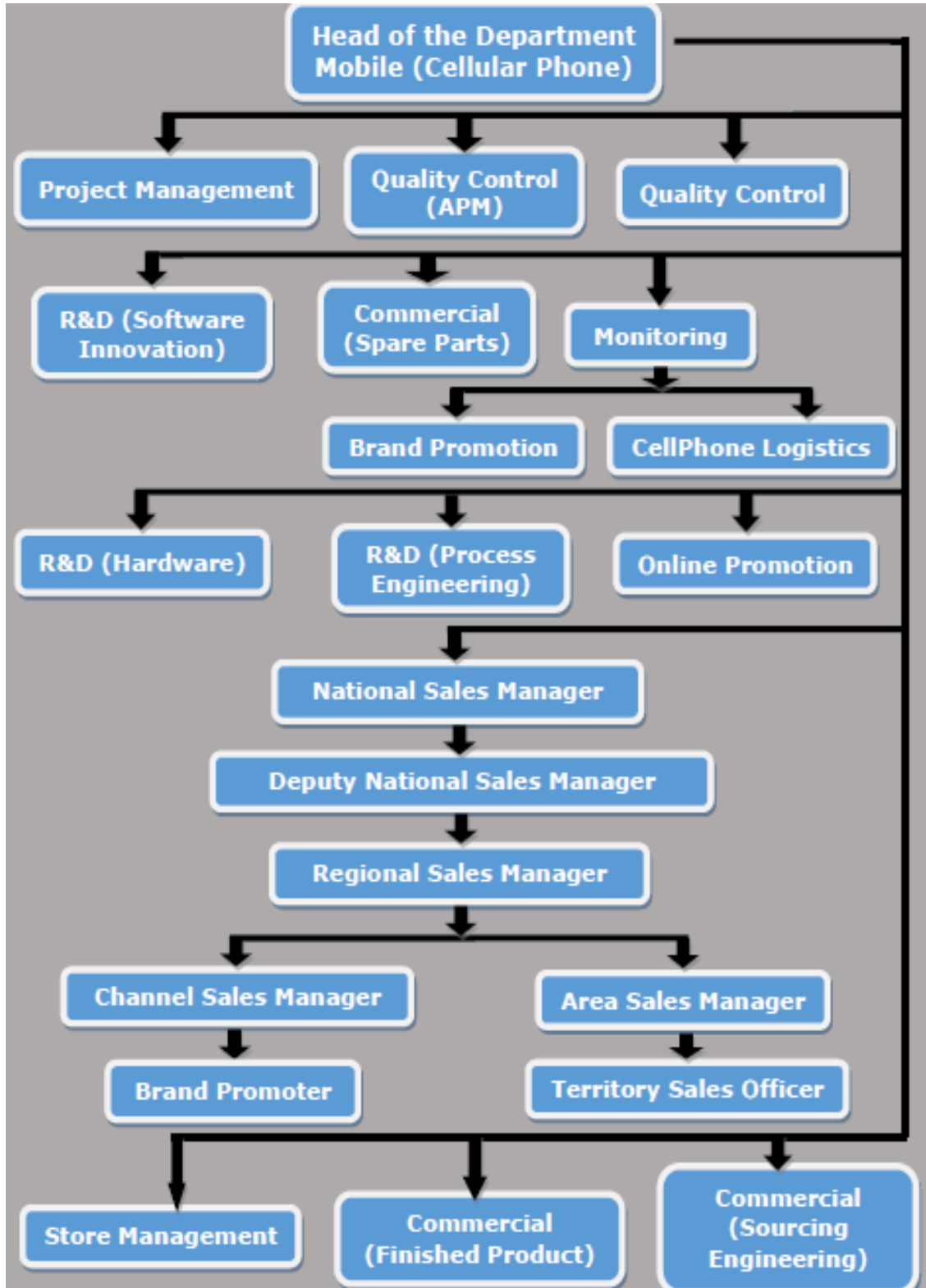
Everything thought of it as, is essential for Xiaomi to keep up its dimension progressive structure in order to remain versatile, with the objective that the compact web association can acclimate to visit changes in the overall business focus.

### 2.3 Board of the Director of Xiaomi:

Name	Designation Company
LEI JUN	Founder, Chairman, CEO
LIN BIN	Co-Founder, President
LI WANQIANG	Co-Founder, Senior Vice President, Chief Brand Officer
HONG FENG	Co-Founder, Senior Vice President
LIU DE	Co-Founder, Senior Vice President, Minister of Group Organization Department
WANG CHUAN	Co-Founder, Senior Vice President, Minister of Group Strategy
WANG XIANG	Senior, Vice – President
QI YAN	Senior, Vice – President
CHEW SHOUZI	Senior, Vice – President, CFO
SHANG JIN	Vice – President
ZHANG FENG	Vice – President
Manu Jain	Vice – President and Managing Director
WANG LINGMING	Vice – President
YAN KESHENG	Vice – President



## 2.4 Organogram of Xiaomi Corporation:

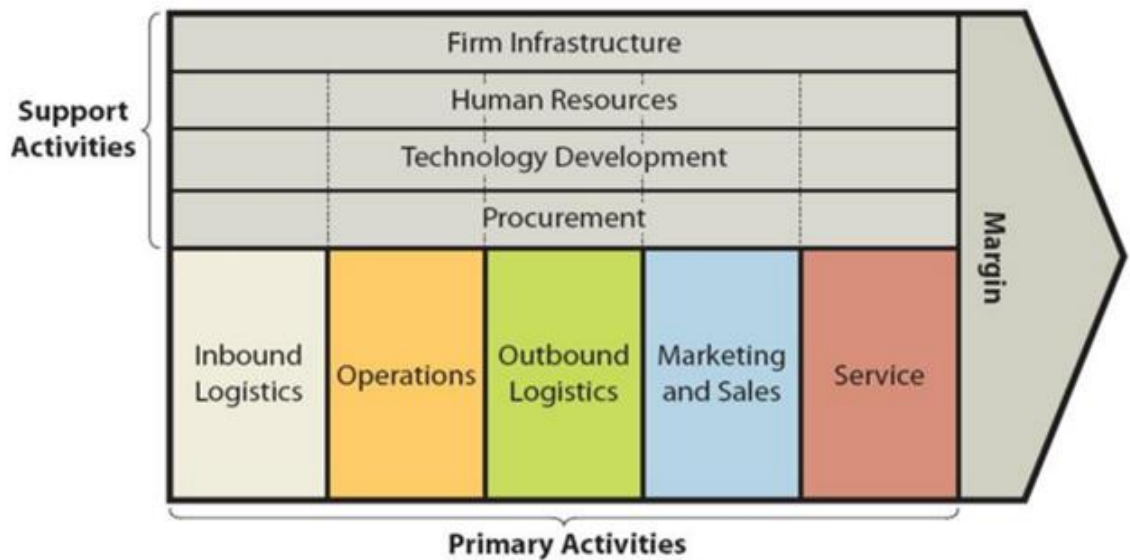


## 2.5 Xiaomi Value Chain Analysis:

### Xiaomi Value Chain Analysis

Xiaomi post-bargain advantage was much of the time denounced as poor. This issue was built up on association's cost specialist business system, in light of the fact that the adaptable web association was looking for opportunities to save costs wherever including in customer organizations and post-bargain organizations.

Regardless, in light of increasing test in home market and abroad, Xiaomi had no genuine choice but to give watchful thought to customer advantage some portion of the business. For example, nowadays in India "95 percent of all fix occupations at affirmed organization centers are dealt with inside multi day, with 86 percent arranged inside four hours of the customer giving over the contraption to the organization center."



## 2.6 Marketing Activities of Xiaomi versatile:

### 2.6.1. Thing:

1. Xiaomi mobile phone bargains assemble is generally away for aficionados and energetic customers. The inside moving point is principally high game plan, staggering cost execution, for fans. Gear and writing computer programs are commonly unsurprising with the Chinese inclinations. Regardless, its arranging can be said to be a "pseudo" arranging, tolerably, Xiaomi phone is primarily for a segment of the adolescents have two mobile phones, the central occupation is to replace the more affordable that two phones. This unusualness of a fundamental thing practices, makes some potential customers to keep up a delay - and-see attitude, and thusly lose these potential customers. The early Xiaomi wireless is generally rely upon fans vivify bargains, anyway in spite of the way

that the standard arrangements target is the sweethearts and brand dedication isn't high of youths, yet not proportionate to state "Xiaomi phone is the fan phone".

#### 2.6.2. Cost:

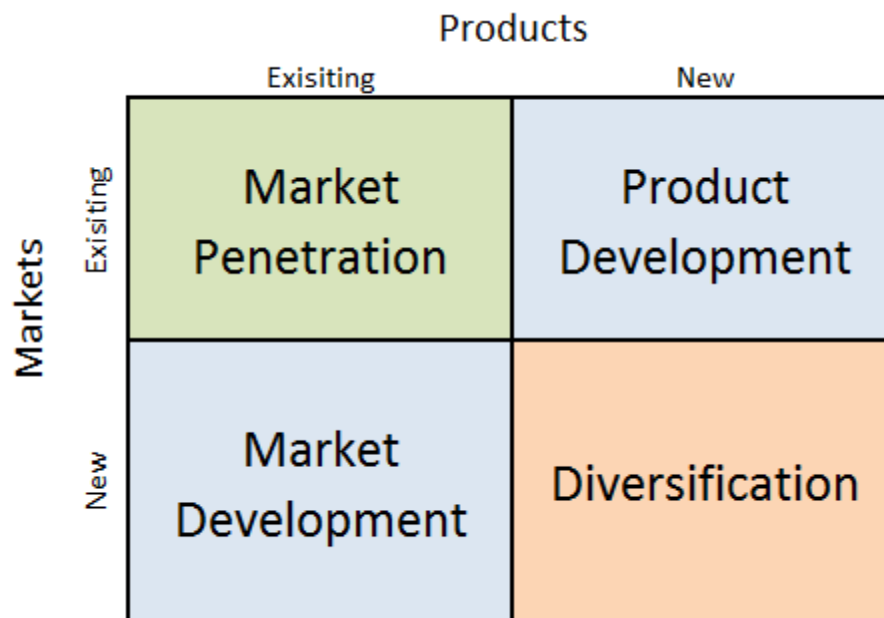
a comparative cost accessible of cutting edge cell phones, Xiaomi game plan high structure hardware, can be said to bid and stunning cost execution. Xiaomi phone cost is one of the standard elements affecting the market demand and purchase direct, clearly related to the benefit of the endeavor. Xiaomi mobile phone thing cost system use unimaginably productive, legitimate courses, to propel the offers of Xiaomi wireless, in like manner makes the Chinese bit of the general business extended, enhance its picture care and power of endeavors. As demonstrated by the audit: A little bit of the purchaser can recognize 1,000 yuan of mobile phones. Can recognize 1000 ~ 2000 and 2000 ~ 3000 the amount of customers is moderately same, and 22.7% of purchasers can recognize more than 3,000 yuan of PDAs. Enough to illustrate. At present, buyers center around the survey of mobile phones.

#### 2.6.3. Scattering:

Chinese handset maker Xiaomi today said it expects to expand its disengaged dissemination coordinate in the country and is centering around 25 percent of its turnover from this area.

"Till now, our consideration was on online arrangements. By and by, we will focus both on the web and disengaged appointment. We anticipate that our offer from disengaged should create from current 10 percent to 20-25 percent before the present year's finished. This is our longing," Xiaomi India Head Manu Kumar Jain said.

"We will jump profound and we will have significantly further penetration in urban networks like Delhi, Bengaluru, Chennai and Chandigarh," he said. To a request, Jain expressed, "eventually in time, we may open our own special stamped outlets. Nevertheless, not right now." Currently, Xiaomi,



Xiaomi Ansoff Matrix

Inside the degree of Ansoff Matrix, Xiaomi uses every one of the four advancement frameworks coordinatedly:

2.7.1. Market penetration. While using market entrance, associations base on pitching existing things to existing customers. Xiaomi viably uses exhibit invasion strategy in its home market in China. According to Q1, 2018 wireless arrangements results in China, Mi mobile phones situated third with the area bit of the general business of 12,8% after Huawei (20,8%), Oppo (18,5%), iPhone (18,2%) and Vivo (14,6%).

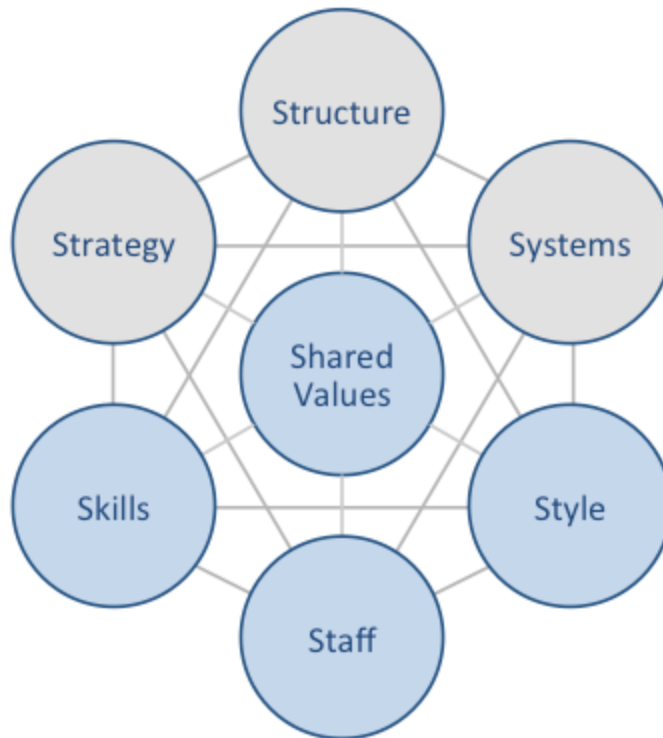
2.7.2. Thing headway. This procedure elective incorporates developing new things to pitch to existing markets. Xiaomi has routinely extending thing portfolio running from PDAs to water purifiers and tooth brushes. Thing enhancement system is most likely going to be continued by Xiaomi. This is in light of the fact that Xiaomi positions itself as

## 2.8 Xiaomi McKinsey 7S Model:

### Xiaomi McKinsey 7S Model

Xiaomi McKinsey 7S exhibit speaks to the habits by which seven segments of associations can be balanced with the objective that general reasonability can be extended. According to the structure strategy, structure and systems are hard segments, however shared characteristics, aptitudes, style and staff are considered as sensitive parts.

McKinsey 7S show centers around the closeness of strong associations between segments with the end goal that an alteration in one segment causes changes in others. As it is sketched out in figure underneath, shared characteristics are arranged at the focal point of Xiaomi McKinsey 7S show, since shared characteristics control laborer direct with proposals in their execution.



Philosophy: Xiaomi business method relies upon cost activity. Association's business approach in like manner joins amassing and utilizing a broad fan base and powerfully growing nature of things and organizations. Also, Xiaomi positions itself as a web and Software Company rather than a hardware association. As necessities be, the offers of gear are viewed as an approach to pass on programming and organizations in the whole deal perspective.

Structure: Xiaomi has a system legitimate structure. The contraptions and programming association has distinctive claim to fame units that are supervised unreservedly. Xiaomi legitimate structure can in like manner be moreover designated dimension. Despite its considerable size using more than 18000 people in 70 countries, the association has only two or three layers of the board.

Systems: Xiaomi's business depends upon a wide extent of structures, for instance, agent selection and assurance structure, assemble enhancement and presentation system and trade dealing with structures. Furthermore, there are on a very basic level basic structures for the association, for instance, customer relationship the officials system, business understanding structure, and data the board structure. The compact web association intends to assemble the adequacy of these and distinctive systems through the fuse of online information propels.

## 2.9 Target Customer:

The going with table frameworks Xiaomi division, concentrating on and arranging:

Kind of segmentation Segmentation criteria Xiaomi target customer section

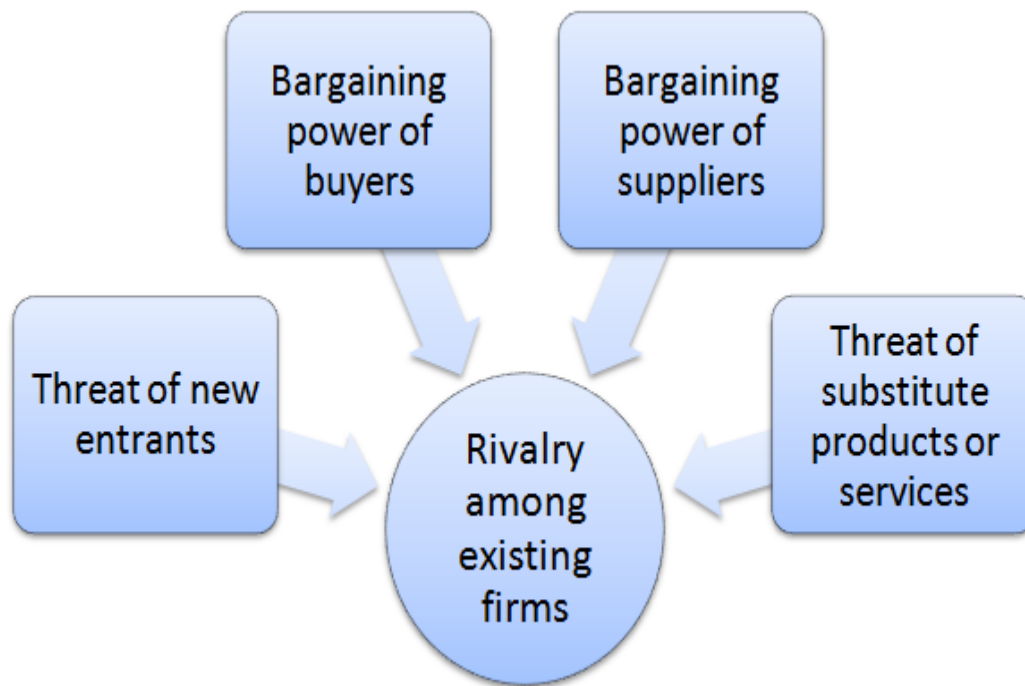
The web advancement association uses mono-segment arranging, drawing in the necessities of a lone customer divide. Specifically, Xiaomi centers around a customer area that need to use phones and other development things, anyway have obliged spending intend to make such a purchase.

Xiaomi also uses imitative kind of arranging by eagerly copying the consequences of market pioneers, for instance, Apple and Samsung. The equipment and programming association has even earned the moniker "Apple of the East" as a result of its close-by pantomime of Apple things and Apple thing presentation.

## 2.11 Market Analysis: Xiaomi Porter's Five Forces Analysis:



Guard's Five Forces is an illustrative structure made by Michael Porter. Porter's Five Forces includes five individual powers that shape a general level of contention in the business. These forces are appeared in Figure 1 underneath:



For instance, "all items having a place with Apple biological system are exceptionally perfect with one another and the buy of one item having a place with the brand's portfolio frequently prompts the buy of different items. Bit by bit, it will get to the meaningful part that buyers just offer inclination to gadgets that work best in the biological system where they live. The present biological community cautiously developed by Apple is a groundbreaking client maintenance procedure."

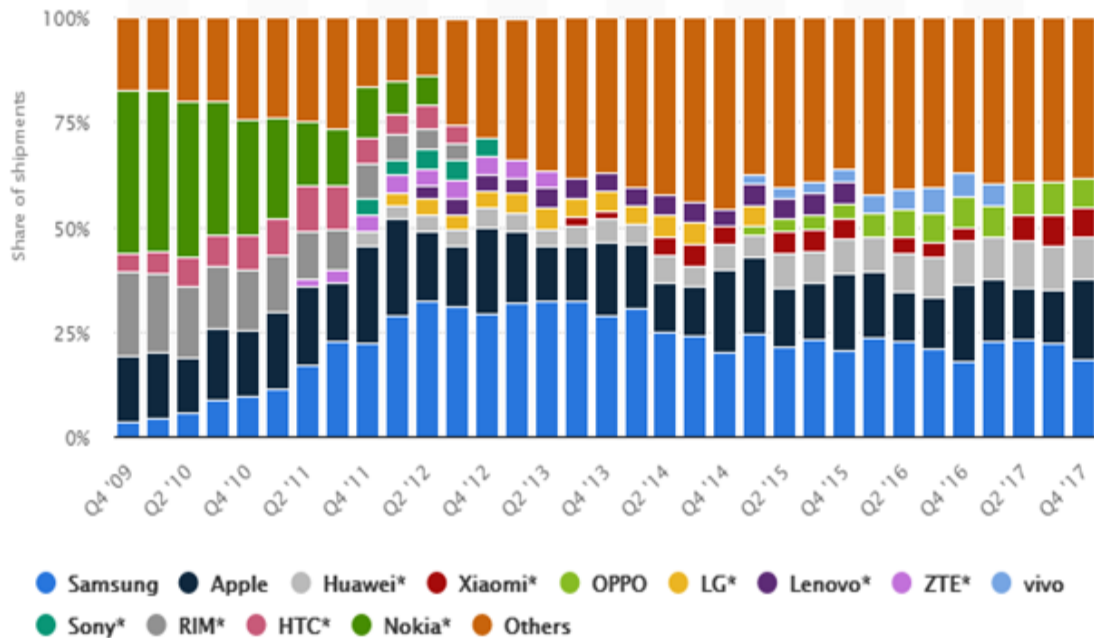


Figure 2 Global piece of the pie of driving cell phone merchants

The Xiaomi MiWiFi is a game plan arrange switches at first moved on 23 April 2014. The latest in the game plan is a corporate-class switch with understood limit of up to 6 TB. It is said to have a PCB twofold gathering mechanical assembly show supporting 802.11ac Wi-Fi standard, a Broadcom 4709C twofold focus 1.4 GHz processor and 512 MB of gleam memory. The switch can be used as a remote hard drive for movies and photos, couple with Xiaomi's applications that feature remote downloads, modified fortifications, remote access to records and diverse features.

MiCloud is a dispersed stockpiling and disseminated figuring organization made by Xiaomi. The organization empowers customers to store data, for instance, contacts, messages, photos and notes on remote PC servers for download to different contraptions running MIUI working structure. The organization moreover joins a component that empowers customers to pursue the territory of their MIUI contraption and furthermore caution, jolt or reset it.

## MiTalk

MiTalk is an electronic cross-arrange minute conveyance individual adaptable application open for Android and iOS impelled in 2011.

## MiPower Bank

MiPower Bank is a battery charger with a certain inside battery and charges devices by USB. The chargers have an aluminum case. The batteries assessed at 5000/5200/10000/10400/16000/20000 mAh. The 16000 and 20000 mAh have two USB ports. Silicone sleeves are available for all, except for the 20000 mAh adjustment.

## PCs

### Mi Notebook Air

In August 2016, Xiaomi impelled two ultrabooks, 12.5" and 13.3".

The 2016 12.5" PC had an Intel focus M3 (6th period) processor, 4 GB DDR4 RAM and a 128 GB SDD. The expense is RMB 3,499 and formally is simply sold in landscape China.

The 2016 13.3" workstation had an Intel i5/i7 processor, 8 GB DDR4 RAM and a 256 GB SSD. It weighs 1.07 kg and is 12.9mm thin. The expense is RMB 4,999 and formally is simply sold in landscape China.

In March 2017, the new 12.5" PC had an Intel focus M3 (seventh period) processor and a 256 GB SDD.

In February 2018, Xiaomi released its Mi Notebook Air in Spain[63]

Mi Notebook Air 4G

Xiaomi released the Mi Notebook Air 4G with inborn 4G LTE by a SIM card.

The 12.5" workstation is controlled by an Intel Core m3 processor with 4 GB of RAM and a 128 GB SSD.

The 13.3" workstation is controlled by an Intel Core i7 processor with 8 GB of RAM and a 256 GB SSD.

The two workstations support USB Type-C.

Mi Gaming Laptop

Conclusions - 15.6" wide-shading cluster ultra-thin bezels - NVIDIA Geforce GTX 1060  
- seventh gen Intel Core i7 processor - 256GB SSD + 1TB HDD - Professional gaming console

Smartwatches and Smartbands

Mi Band

The Mi Band was accounted for in August 2014. It has a 30-day battery life, can go about as a morning clock and tracks your wellbeing and rest. The band also can open your phone reliant on closeness. With 2.8 million Mi Band shipments in the important quarter of 2015, Xiaomi transformed into the world's second-greatest wearables maker, speaking to 24.6% of the overall bit of the pie.

Xiaomi revealed the Mi Band 2 in June 2016. Mi Band 2 features PPG sensor for correct heartbeat following. It furthermore uses an upgraded pedometer count for get-together better wellbeing and rest data. The Mi Band 2's hotel was assessed for IP67 water obstacle.

The Mi Band 3 was released July eighteenth 2018. It has a greater battery, greater screen and improved water check.

Note that items discharged by Xiaomi Smart Home are results of organizations joined forces with Xiaomi rather than Xiaomi themselves.

## Mi Drone

The Mi Drone has a 1080p camera and a 4K camera. It has a scope of 2km while ready to keep up a 720p video stream

# *Chapter 3*

## *Problems, Recommendations and Conclusion*

### 3.1 Problems Identified:

- Product: This thing has faster battery exhaust rate. Phone gets used to 38– 39 degree Celsius while 3G examining. Also, while charging temperature rises to 44– 45 degree Celsius. Nonattendance of additional parts.
- Price: Price is higher than nearest contender differentiate and their setups. For instance, Samsung, Huawei, Vivo, Symphony and Walton.
- Promotion: Lack of satisfactory restricted time development. They don't run satisfactory constrained time development as like as their adversary.
- Distribution: Their assignment system isn't smooth since they have nonattendance of sufficient showroom.

### Recommendations:

- They ought to update their advancement with the objective that the warming issue can reduce and spare parts should make open for each kind of things.
- hey should diminish the esteem level from their thing with the objective that their target client may viably eat up their things.
- They should assemble their constrained time development for keeping pace with their adversaries.
- They should fabricate their affirmed showroom with the objective that the spread method may straightforward.

End:

Xiaomi takes a shot at a vertically-planned model that engages the association to move hardware at cost or underneath in order to attract customers and gain money by moving substance. Xiaomi similarly keeps its costs low or close "bill-of-material" by keeping most by far of its things in the market longer, eighteen months rather than the half year standard sought after by various Smartphone associations. This framework grants Xiaomi to misuse esteem diminishes in the expenses of key parts of its things. It enables the association to offer hardware with judgments for all intents and purposes indistinguishable to top notch devices at a little measure of the cost.