**الشريحة 1: العنوان**

**Xiaomi's Business Logic & Policies**  
Focus on Operational Model, Revenue Streams, and Strategies

**الشريحة 2: مقدمة**

**Overview of Xiaomi's Business Logic**  
Xiaomi is a leading global technology company that operates with a unique business logic focused on affordability, innovation, and customer engagement.

**الشريحة 3: النموذج التشغيلي**

**Operational Model**  
Xiaomi uses a direct-to-consumer model combined with online and offline sales channels.

* Focus on low margins and high-volume sales
* Ecosystem of devices to create a connected user experience

**الشريحة 4: الإيرادات**

**Revenue Streams**  
Xiaomi generates revenue from multiple sources:

* Device Sales: Smartphones, smart home products, wearables
* Software & Services: MIUI, ads, cloud services
* E-commerce platforms and retail partnerships

**الشريحة 5: استراتيجيات التسويق**

**Marketing Strategies**  
Xiaomi’s marketing strategy focuses on:

* Word of mouth and social media marketing
* Influencer collaborations and user communities
* Cost-effective advertising by leveraging its fanbase

**الشريحة 6: استراتيجيات التسعير**

**Pricing Strategies**

* Competitive pricing with a focus on value for money
* Keeping prices low through efficient supply chain management
* Offering premium features at affordable rates

**الشريحة 7: سياسة الخصوصية والأمان**

**Data Security and Privacy Policies**  
Xiaomi places a high emphasis on:

* Protecting user data with robust security protocols
* Compliance with international data privacy regulations
* Transparent privacy policies

**الشريحة 8: الشراكات والتوسع**

**Partnerships & Expansion**

* Strategic partnerships with global tech companies
* Expansion into emerging markets to increase global presence
* Strong presence in smart home technology

**الشريحة 9: التحديات والفرص**

**Challenges & Opportunities**

* Challenges: Intense market competition, regulatory scrutiny
* Opportunities: Growth in IoT, smart home, and AI-driven devices

**الشريحة 10: الخاتمة**

**Conclusion**  
Xiaomi’s business logic and policies are built on innovation, cost leadership, and customer-centric strategies that have positioned it as a dominant player in the global tech market.