

ENTREPRENEURSHIP

BUS 452

HOMEWORK – 2






COMPUTER SCIENCE ENGINEERING

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Xiaomi Smartphones:

In this assignment, I reviewed the Xiaomi smartphones from Chinese electronics company Xiaomi. Because, I bought 3 different model of Xiaomi (Redmi) phones at the different times. Redmi is a sub-brand owned by the Chinese electronics company Xiaomi.

 Key Partners	 Key Activities	 Value Propositions	 Customer Relationships	 Customer Segments
<div data-bbox="56 518 302 726" style="border: 1px solid black; padding: 5px;"> Acquisition of particular resources and activities </div> <p>As example , Xiaomi is a partner of Google. It uses Android system and message-calling apps from Google.</p>	<p>Production:</p> <p>Xiaomi is also manufacturing firm. It produces phones and transport them to costumers.</p> <p>Problem solving:</p> <p>With mi forums and feedback app in phones, Xiaomi listens to costumer problems. And if the problems are solved, Xiaomi will send an update.</p>	<p>Newness:</p> <p>Xiaomi has very innovative firm feature. With the Mi Alpha model, it has the feature of being the first phone with such a large screen in the world. The Mi 10 phone is the first phone with Snapdragon 865 chipset.</p> <p>Performance:</p>	<p>Personal assistance:</p> <p>In mi stores, there are personal assistance to assist you during the sales process. It hasn't self-service feature.</p> <p>Communnities:</p> <p>There are different xiaomi forums to support costumer after sales. Mi forums and community is for that.</p>	<p>Mass market:</p> <p>Xiaomi don't distinguish between different Customer Segments. Anyone who wants to buy a phone, can buy from Xiaomi. In fact, Xiaomi's products are products with different attention both in China and globally. Products in china are more</p>

Reduction of risk and uncertainty

Xiaomi doesn't produce Operating System for own phones. Because if it starts produce own operating system , Google will not give to Xiaomi Android licence and it is a very big risk.



Key Resources

Physical:

Xiaomi has set up a new factory in Beijing to manufacture its flagship phones and serve the R&D department. 60 phones per minute can be produced in the ultra-modern facility.

Xiaomi sets up new factory for 5G phones.

Intellectual:

The company keeps the costumer's information its in database via Mi Cloud.

Some of Xiaomi phone models are for gamers such as Xiaomi Black Shark model. It is for pure performance.

Design:

Some Xiaomi phone's designed by some designer.

Price:

Redmi is a sub-brand owned by the Chinese electronics company Xiaomi. They use less-expensive components and thus have lower prices while retaining higher specifications.



Channels

Xiaomi uses channel types such as Web sales, Own stores, Partner stores and Wholesalers.

Company has own website to sell phones. For Turkey <https://www.mi.com/tr/>

.It has also own stores name is mi store. Xiaomi's partner store in Turkey is Evofone. Beside these, Xiaomi sells own product to wholesalers in China. Look at the "exporters.sg"

elaborate. But it doesn't mean it's segmented.

Niche Market:

Some of Xiaomi phone models are for gamers. Some of them is for photographer. So , it can be specialized for users.

Diversified:

Xiaomi makes and invests in Smartphones, mobile apps, laptops, home appliances, bags, shoes, consumer electronics, and many other products. Huami, Mija, Aqara, Yeelight, Blackshark, Poco, Youpin and Redmi are sub-brand owned by the Chinese electronics company Xiaomi.

Convenience/usability:

For example, Xiaomi Cloud wants you sign in for giving free cloud.



Cost Structure

Cost-driven:

Redmi phones are very cheap from other. It use close plastic component for cover of phones and price will be cheaper.

Variable cost:

The more phones are produced, the more chips are used. it uses so much material. It depends quantity of products.



Revenue Streams

Asset sale:

Costumers can use smartphones as they want.

Cloud revenue.

Advertisement in music and files application.

Economies of scale:

As example, Xiaomi's software team make the MIUI software for the phones. The more phones produced, the less cost distribution.