



# The Transformation of Xiaomi

## (Market Disruption Strategies)

### **Strategic Acumen for Product Leaders**

**12th March 2022**

Presented by: Vineet, Asit, Navdeep  
Semester: II  
IPL EMBA Batch: 2020A

# Tasks

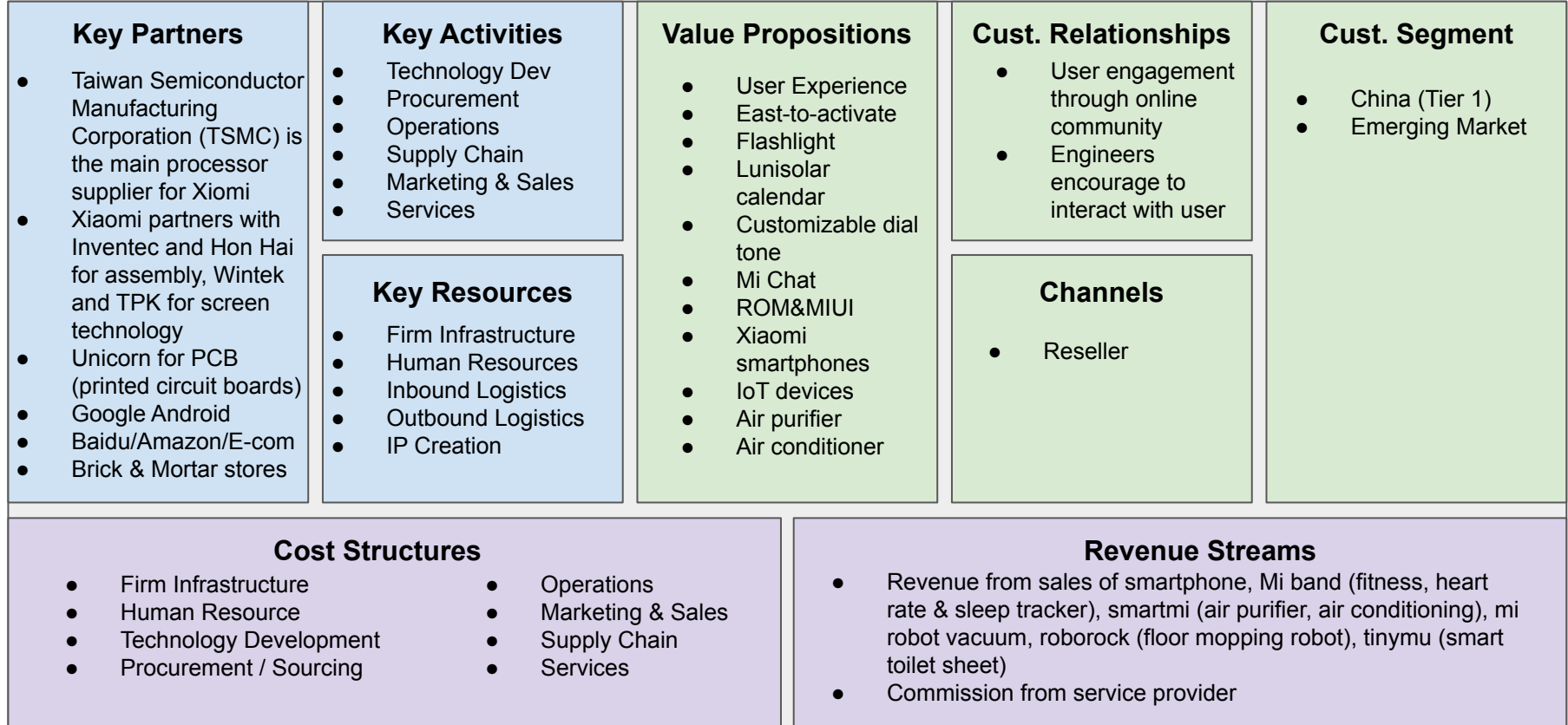
1. Map the evolution of the Chinese market in significant dimensions. (Hint: Adopt **PESTEL model and disruptive forces**) - Vineet
2. Discuss the competitive landscape of Xiaomi. (Hint: **Seven Forces and Strategy Canvas**)- Navdeep
3. What strategic choices did Xiaomi make to overcome its late entry issues? (Hint: **Business Model Canvas**) - Asit
4. Detail out the collaborative product development approach adopted by Xiaomi? (Hint: **Value Stream Mapping**) - Asit
5. What best practices do you draw from the Indian market about the ascendance of Xiaomi- Vineet, Navdeep & Asit

# Background

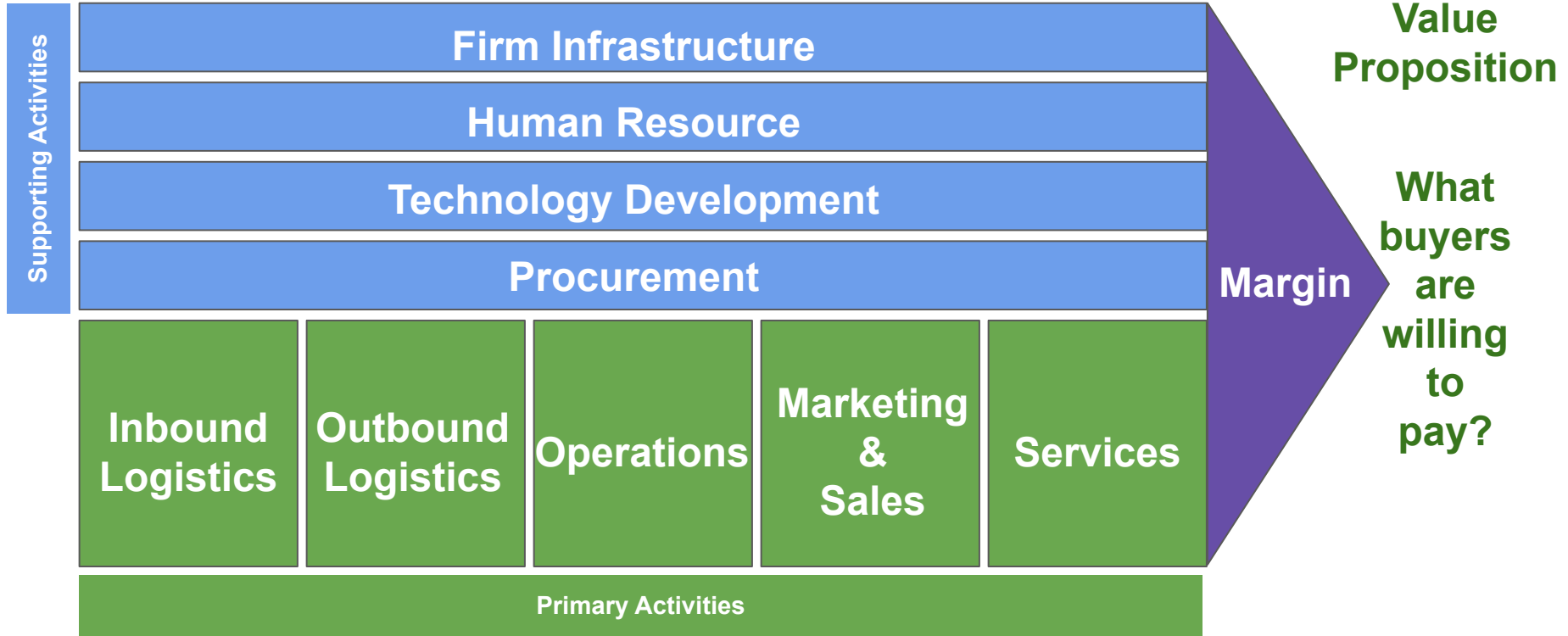
Few years ago, Xiaomi launched and marketed smartphones to unprecedented levels of success, but its market share has since stagnated and then declined. Xiaomi's large domestic and international competitors both reacted aggressively to their every move in order to seize a share of their customer base from it.

Xiaomi's executives are still debating how to restart the brand's growth storey in China. It was in desperate need of a new strategy to help it grow and eventually take over the market.

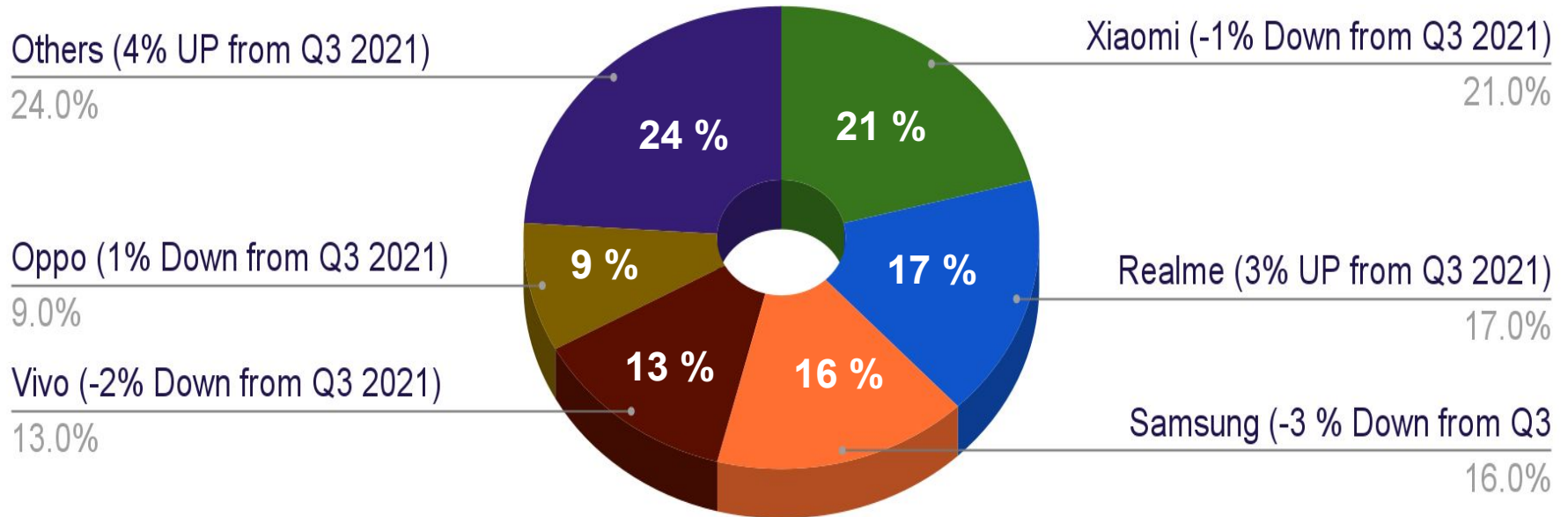
# Business Model Canvas



# Essence of Xiaomi Value Chain Analysis

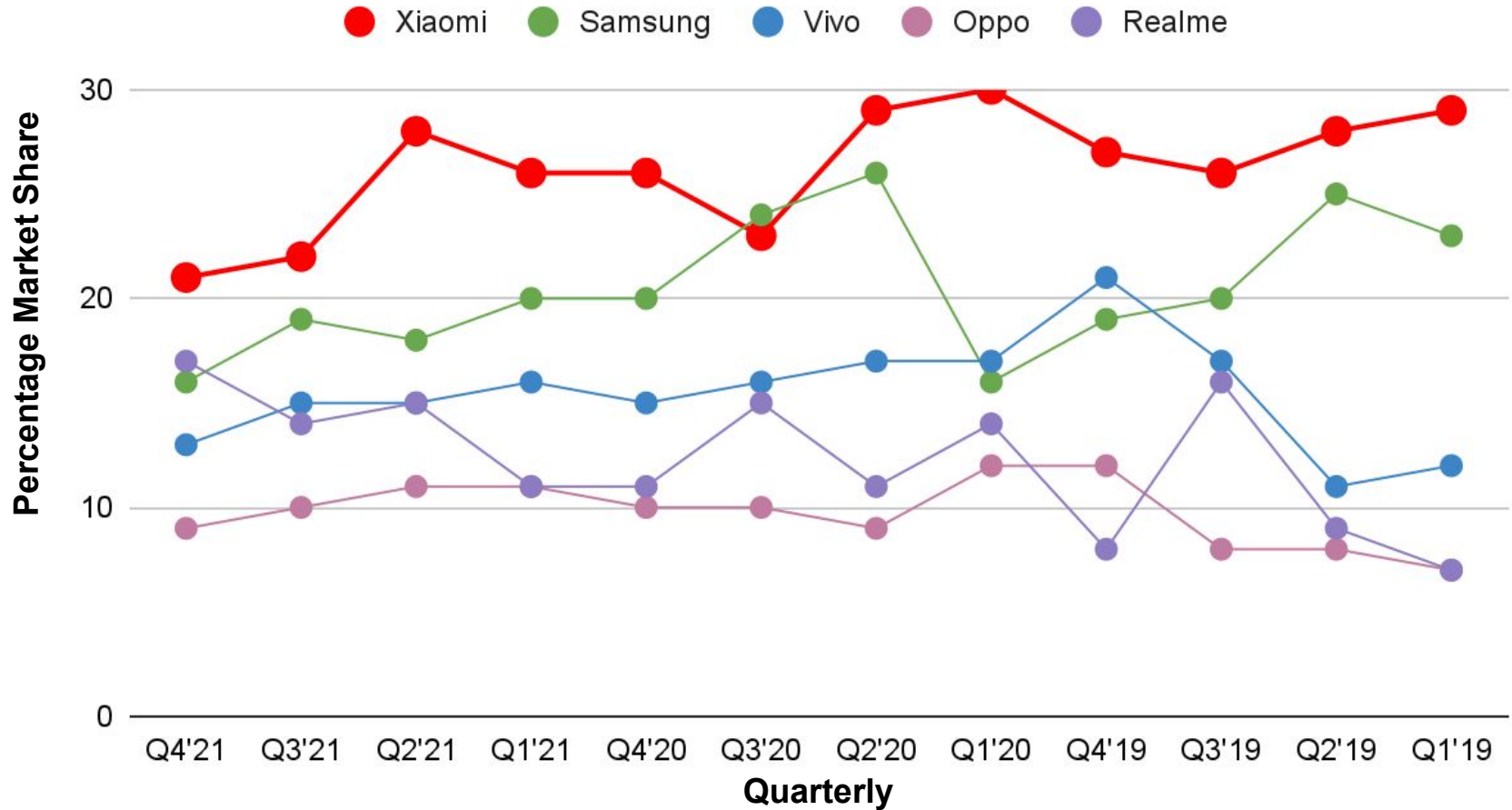


## Indian's Smartphone Market Share (Q4 2021)



Source: <https://candytech.in/smartphone-market-share-india/>

# India - Smartphone Quarterly Market Share Trend in %





Thank You!

Q&A?