Présentation Xiaomi

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[Introduction]

Hello everyone, we are here to introduce you to the Xiaomi brand.

First, before starting, I would like to clarify that this presentation is not an advertisement for Xiaomi, we are not paid by them, we have chosen this topic because we were interested in this company and we see it more and more in the European market.

Xiaomi is a young Chinese company, which was created in 2010 and which is actually the second largest smartphone manufacturer in the world, behind Samsung and in front of the Apple company.

Xiaomi is known for its smartphones which are both technologically advanced and very affordable, but the brand has greatly diversified its product offering and is now reaching several sectors with its electronic products, that’s what we will see in this presentation.

[Histoire]

First, a little point on the story...

As we said, Xiaomi was co-founded on April 6, 2010 by Lei Jun (Founder & CEO), Lín Bīn (Co-founder & President) and a few other partners. Initially, it was a company that developed android applications and their first creation was a motorist Assistance application.

Then they decided to create their own operating system called MIUI, an open-source distribution Android/Linux released a few months later on August 16, an alternative to Android and at the same time, they produced their first smartphone which included this operating system.

The strategy was simple but still works today : it’s to sell effective products but at affordable prices, as close as possible to their manufacturing costs. Actually, Xiaomi has committed to never take more than 5% of the margins on the product it sells, while competitors like Apple or Samsung do not hesitate to take margins up to 70-75%.

Xiaomi grows with each release of a smartphone and gradually takes more and more market share.

Until 2013, Xiaomi focused on the Chinese market but it was only from 2014 that the company began its international expansion by installing itself in Singapore first and collaborating with important partners like Hugo Barra at August 2013, a former head of Android at Google or Wang Xiang at June 2015, the former president of Qualcomm, the company that manufactures processors for phones.

Xiaomi began to open stores all over the world starting in Malaysia, India, Brazil and Russia.

The same year, Xiaomi began to develop new products, outside of smartphones, especially dedicated to household appliances.

In 2017, the company arrived in Europe with the opening of a store in Barcelona and arrived in France the following year.

3 years later, Xiaomi is now on top smartphone sales in Europe with 25% market share and 13 million smartphones sold.

[Innovations Xiaomi]

<https://fr.xiaomitoday.it/xiaomi-innovazioni-2019.html>

<https://www.frandroid.com/produits/xiaomi/smartphones/626392-xiaomi-mi-mix-alpha>

What innovations has made Xiaomi ?

We made a small list of the innovations that Xiaomi made :

* The first one is not very known : it’s a smartphone which can be folded twice. Maybe we could see it in the future in everyone’s pocket or probably in an English class that talks about technological products that have flopped.
* Xiaomi has also greatly improved the charging system of its smartphones, both wired and wireless by beating all charging speed records in 2019.

Moreover, Xiaomi launched the Mi Air Charge in 2021, a device that can charge a smartphone from several meters away.

* About our smartphones, now we all have a front camera but Xiaomi decided in 2019 to make the camera transparent in order to remove the notch with the Xiaomi MIX 4. So, as we can see on the image, we can no longer see the camera because it’s now under the screen.
* The Xiaomi Mi MIX Alpha : it’s a concept phone announced in late September 2019 equipped with a screen tilted on itself to take the entire surface of the phone. Already marketed in China above 2500 €.
* August 2020 : Xiaomi exploits the Transparent OLED technology on his TV screens (Mi TV LUX Transparent Edition)
* The last innovation that we wanted to present is this time about the main camera : Xiaomi is the only brand to offer smartphones with a 108 megapixel main camera. We know that the number of megapixels does not make a good camera because you also need good image processing software behind but for two years there is no equivalent among the competitors.

In fact, Xiaomi's biggest innovation is to have offered great quality products at very affordable prices, which has completely revolutionized the electronics market.

[La maison Xiaomi]

How would be a house with only products from Xiaomi ?

Xiaomi has opened many stores all over the world but the range of products is so large that not all of them are available there.

Indeed, Xiaomi wants to be able to sell all the products of everyday life, that’s why we wondered if it’s possible to fit out a house with only Xiaomi products :

* First, in the living room, the main device is a television that Xiaomi already sells in France even if it’s not very common, you could also find a MI Box to be able to use Android applications on this TV.

We thought that Xiaomi only made electronic products but we found that they also sell sofas...

You could also find many devices to manage the air and temperature inside the house : ventilator, air conditioner, heater and air purifier.

So in the living room, the only things that Xiami does not sell are tables and chairs.

* The kitchen is the best place to see all the diversity of Xiaomi products, most products are only available in China but the variety is very large : there are fridges, deep fryer, rice cooker, electric oven, blender, vacuum cleaner

But at this time of year you might think that something very important is missing, we are in autumn, soon in winter, we really really need a raclette machine and Xiaomi does not make this, it's a shame !

* Then in a bedroom, we could easily imagine a desk with a computer, a smartphone, a tablet, a desk lamp or a smart clock but also, and why not, a smart bed that can be completely flat like a normal bed or with which the tilt angle can be adjusted. Yes, there is an alarm clock watching you sleeping, it can be scary...
* We might think that the bathroom is not the ideal environment for a technology company but Xiaomi has still been able to stand out with some products we did not imagine before...
* One of Xiaomi's most famous creations is the electric scooter but it has also made other transport means like a skate, a motorcycle and soon a car.

To close this part, we would like to say that what we have presented is a small part of what Xiaomi is selling. It is really a very powerful company that has diversified its product line thanks to many subsidiary companies like Redmi, Poco, Roborock or Mijia and that's what makes them so powerful.

[Conclusion]

To conclude, we can say that Xiaomi has developed a lot in a very short time, its strategy is working and its growth is not about to stop.

The Chinese company wants to be one the innovation leaders and is already proving it with very advanced technologies that we will no doubt see more and more often in the future.

and that’s all. Thanks for listening to us !