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XIAOMI SWOT & PESTLE ANALYSIS

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Company Name : Xiaomi

Company Sector : Consumer Electronics

Operating Geography : China, Asia, Global

About the Company :

Xiaomi was founded in 2010 by Chinese entrepreneur Lei Jun. It is headquartered in Beijing, China. It started off primarily as a mobile phone manufacturer but has now ventured into other consumer durables like smart TVs, fitness bands etc. The company aims to make quality technology accessible to everyone. Xiaomi is the 3rd largest smartphone manufacturer in the world with a market share of 12.86%. In India, it is the largest manufacturer, with 24% market share. The company is also making big strides in AI technology, with its AI assistant being shortlisted for the SAIL award. The company went public in 2018 with a value of \$2.16 a share and a market capitalization of \$53.9 billion. In July 2022, Xiaomi formally unveiled the new Xiaomi 12S Series, which was "co-engineered with Leica." The strategic partnership between Xiaomi and Leica in imaging technology has culminated in this outstanding product line. Leica Summicron lenses and various imaging systems co-developed by Xiaomi and Leica are featured throughout the entire series, which also supports Leica imaging profiles.

The USP of Xiaomi lies in it being the third largest electronic company by its shipment volumes. The mission of Xiaomi is "to let everyone in the world enjoy a better life through innovative technology."

Revenue :

RMB 328.3 billion – FY ending 31st December 2021 (y-o-y growth of 33.5%)

RMB 245.9 billion – FY ending 31st December 2020

SWOT Analysis :

The SWOT Analysis for Xiaomi is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Wide spectrum of smartphones and other devices offered to consumers 2.Strong brand awareness and value 3.Strong focus on hardware and software 4.Strong performance in multiple markets 5.Strong focus on continuous launch of new products 	<ul style="list-style-type: none"> 1.Low global market share 2.Lack of proprietary technologies 3.Dependence on sales of sub-INR 10000 phones in Indian market
Opportunities	Threats
<ul style="list-style-type: none"> 1.Potential to gain market share through increasing smartphone penetration 2.Trend of Internet of Things (IoT) and Artificial intelligence 3.Advent of 5G technology will lead to growth 4.Strong growth potential in African market 	<ul style="list-style-type: none"> 1.High competition in the medium-priced phone segment 2.Stringent regulations due to data privacy issues 3.Trade war impact on Anti-China sentiments

PESTLE Analysis :

The PESTLE Analysis for Xiaomi is given below:

Political	Economical
1.Anti-China sentiments in the western world 2.Ties with the Chinese political system	1.Rising disposable incomes in developing countries 2.Cheaper phones and data to increase smartphone penetration
Social	Technological
1.People's desire to stay connected 2.User experience critical to mass popularity	1.Rising popularity of wearable technology 2.Artificial intelligence to improve customer experience 3.5G technology to be the next growth driver
Legal	Environmental
1.Regulations due to data privacy issues 2.Rising lawsuits due to patent infringements	1.Focus on developing a green supply chain

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Client Support:
support@swotandpestle.com