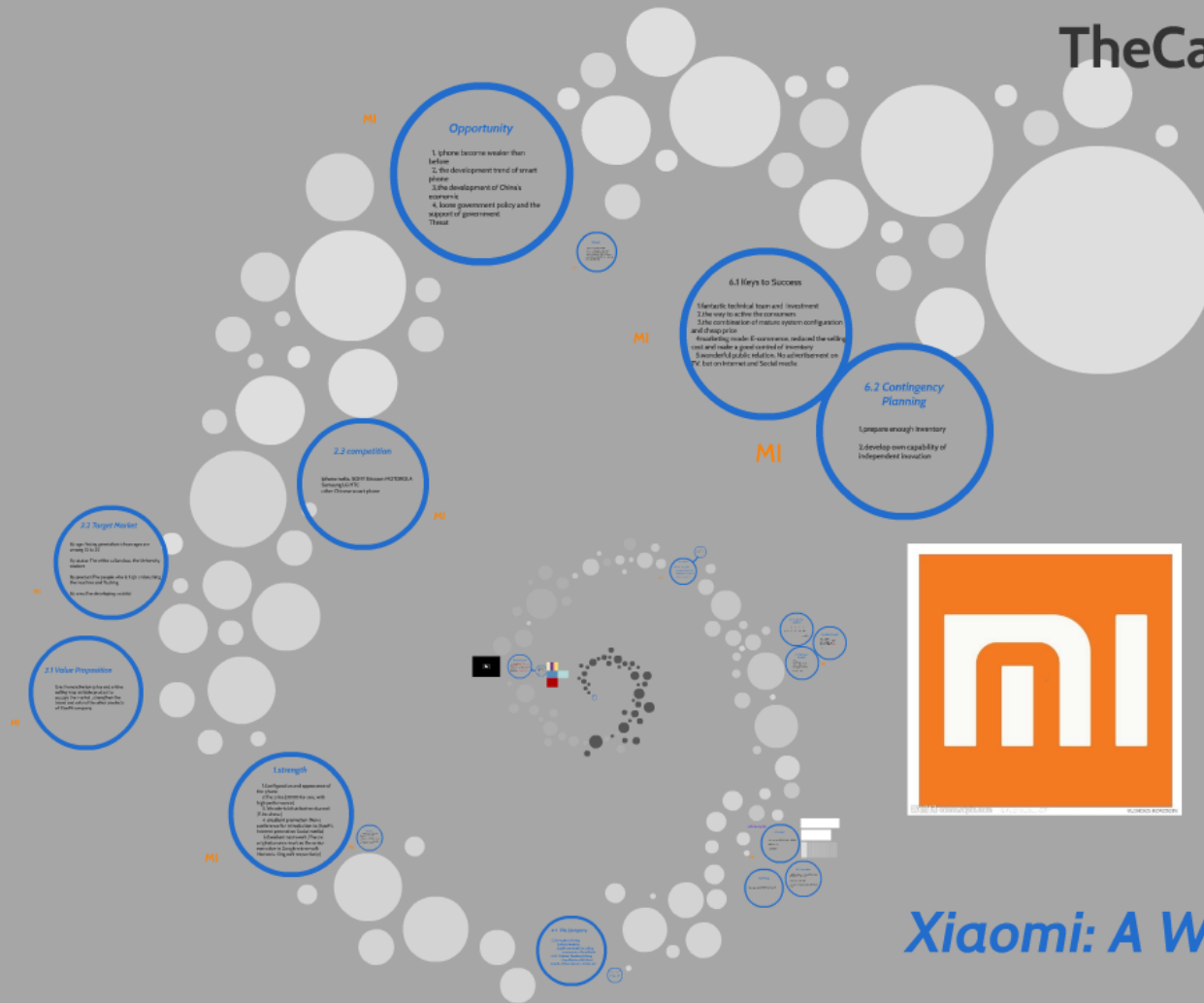


Xiaomi: A Winning Formula



Xiaomi: A Winning Formula

# *Content*

## 1. Situational Analysis

The Market

The Company

Competition

## 2. Marketing Strategy

Value Proposition

Target Market

## 3. Marketing Mix

Product

Price

Promotion

## 4. Financial

Break-Even Analysis

Sales Forecast

Expenses Forecast

## 5. Control

Keys to Success

Contingency planning

# *Executive Summary*

1. private Chinese **electronics company**
2. headquartered **Beijing, China.**
3. designs, develops, and sells **smartphones, mobile apps,** and **operation system.**
4. Since the release of its first smartphone in August 2011, Xiaomi has **gained market share in mainland China** and has expanded into developing a wider range of consumer electronics.
5. founder and CEO is **Lei Jun, China's 23rd richest** man according to Forbes.

MI

# *Mi smartphone*

1. high-performance smart phones  
the design concept : always believe  
something wonderful is going to  
happen

2. operate the Mobile terminal  
technology and components to every  
product

3, big share on the market

4. on-line selling marketing model

5. MI1 .MI1s. MI for young .MI2. MI2s.  
MI3. Red MI

打开盒子小米



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MI



# *The market*

## *2.2.1 Market Demographics*

*age between 18 and 30: 70%*

*students and white collar: 55%*

*middle income group: 80%*

## *marketing growth*

| year | amount of selling       | growth |
|------|-------------------------|--------|
| 2011 | 0.3billion              |        |
| 2012 | 7.19billion             | 2400%  |
| 2013 | 18.7billion             | 260%   |
| 2014 | 12billion (one season ) |        |
|      | .                       |        |
|      | .                       |        |
|      | 40billion(whole year)   | 177%   |