

Beijing Xiao Mi Co Ltd in Consumer Electronics (World)

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Date: October 2014

Pages: 29

Price: US\$ 572.00 (Single User License)

ID: B0404FD9FD5EN

Abstracts

Beijing Xiao Mi Co Ltd is one of the fastest growing smartphone vendors in China and, along with its fellow Chinese competitors, it is looking to expand globally. The company has a growing presence in a number of Asian markets, and has also been revamping its product portfolio to gain a foothold in other markets. With competition in the smartphone market intensifying and growth in demand slowing globally, the operating environment is deteriorating rapidly, prompting the company to expand into we...

Euromonitor International's Beijing Xiao Mi Co Ltd in Consumer Electronics (World) Company Profile offers detailed strategic analysis of the company's business, examining its performance in the Consumer Electronics industry. The report examines company shares by region and sector, product developments, market and distribution strategies, challenges from the competition and future prospects. Use it to understand opportunities and threats facing the business and the factors driving success.

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Contents

Introduction
Strategic Evaluation
Competitive Positioning
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Brand Strategy
Operations
Recommendations
Report Definitions

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