

**Title:** Marketing Environment and Marketing Strategy of Xiaomi in  
The Indonesian Market

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## ABSTRACT

With the rapid development of economy, the competition of mobile communication market is becoming increasingly fierce, and the domestic mobile communication market is becoming saturated. Many domestic mobile brands have international marketing abroad, and some mobile phone brands have also achieved success in the international market.

Founded in 2010, Xiaomi is a company with a short history that has achieved remarkable success in India and Southeast Asia and gained a high reputation worldwide. Xiaomi is now moving its target market beyond Indonesia and introducing successful business models at home and abroad, particularly in China and India. Xiaomi's mobile phones have developed rapidly in the Indonesian market with its unique marketing method, which is of great significance to other Mobile phone markets in China.

On this basis, this paper mainly studies the marketing environment and marketing strategy of Xiaomi in the Indonesian market. And put forward relevant suggestions for domestic mobile brands to enter the Indonesian market.

This paper is divided into four parts. The first part offers introduction of the study. The second part examined theories and previous studies related to the study. The third part analyzes the marketing environment of Xiaomi in Indonesia. The final part offers conclusion of the study.

**The keyword:** Mobile phone market; Xiaomi; Marketing strategy.

