

Title: Xiaomi Corporation's Strategic and Implementation Analysis
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ABSTRACT

In 2010, Xiaomi Corporation was established with its core business of smart phones, smart hardware and IoT platform. Today, Xiaomi Corporation has become an important player in the global technology industry. Xiaomi's smartphone business ranked the top three in the global market, the gross margin of IoT and consumer products business reached a new high, and the revenue and gross margin of Internet service business achieved significant growth. These achievements are due to Xiaomi Corporation's continuous optimization and investment in operational efficiency, product innovation and market expansion. Moreover, Xiaomi Corporation has a rich history of mergers and acquisitions. As a result, it quickly obtains key technologies, accelerates product innovation, enriches product lines, improves operational efficiency, and enhances market competitiveness.

In addition, Xiaomi Corporation has actively expanded into the new energy vehicle industry, showing its forward-looking strategic vision and strong execution force. It has strengthened the research and development capabilities in IoT and

autonomous driving technology through the acquisition of Purple Technology and Deep Action Technology, laying a solid technical foundation for the launch of its vehicles. The launch of automobiles is an important milestone in the implementation of Xiaomi Corporation's strategy in the field of new energy vehicles. By building an intelligent ecosystem of people, Xiaomi's car provides users with a unique intelligent travel experience and maintains an industry-leading position in the field of technological innovation. However, in the face of high risks in the automobile manufacturing industry, Xiaomi Corporation Automobile needs to establish a sound risk management system to cope with the risks in market competition, technology update, supply chain security and regulatory compliance. Therefore, Xiaomi Corporation Automotive needs to continue to increase investment in research and development, optimize production processes, and strengthen ecological integration to achieve its strategic vision and goals.

Keyword : new energy vehicles, innovation products, Xiaomi Corporation