

# Individual report



Individual Reflection Report Porter's Generic Strategies. This strategy describes how Xiao mi Company can pursue its competitive advantage a long its designed scope of the market. The strategy recognizes the use of lower cost, product differentiation, or focus. Some of the methods that are put forward by the porter's generic strategies to enable Xiao mi Company meet their competitive advantage are like lowering price of the products as compared to its competitors. Xiao Mi Company can however choose to select international markets or even establish foreign markets through the use of price strategy. If the company chooses to pursue one of the two types of the competitive advantage that is either via lower cost than its competitors then it can command greater section of the market and customers. The generic strategy gives a reflection of the choices that can be made by the company regarding the type of the competitive advantage and the scope of the market

#### Levels of International Strategies

There are mainly three levels of international strategies that the Xiao mi Company uses namely corporate strategy, functional strategies and even business strategies. All these strategies focus on the international markets where they use cost leadership as the effective market strategies that they can use to explore and acquire greater market niche for their smart phones. The international strategies of the Xiao mi in the essence tries to define the business domain in which the firm can operate through recruiting foreign people, improving the R&D division and even through analysis of the factors that influence strong operation systems (Bruce, 2008). To meet the international standards, it is very important for the Xiao mi Company to answer quite different the many questions that form the major components

of the business domain. These divergent answers should reflect the different corporate strengths and weaknesses and even different way that Xiao mi can use to assess different opportunities and threats that may be produced by the global economics and even the political environment.

#### Uppsala International Model

This theory tries to explain how Xiao mi can intensify their business activities in the foreign markets. In this set of model Xiao mi first gained a lot of experience from the domestic markets before they decide to move to the international markets to do international businesses of selling the smart phones making a gross sale of about 5 billion. Xiao Mi Company started their foreign operation by forming the agreement with the foreign intermediate or agents who are geographically in close countries to make people be aware of their products then move to establish their offices and retail stores in distant countries.

#### Human Resource

Xiao mi has well skilled human resource personnel forming sets of individual who are part of the work force of an organization or business sector. These individual ensure that the business activities are managed properly ranging from human resources to the product sales. Human resources departments within the Xiao mi Company have also ensured that there is a good organizational leadership with a good knowledge of motivating their employees through increasing the salaries of the employees and as a result they can retain their employees and hence contributing to the success of the organization. From the objectives of the corporate employees can be viewed as assets to the enterprise whose value can be enhanced through further learning and development. Therefore it becomes important for the

organizations to capitalize on these assets so that they can have a broad range of human resource management.

#### Bibliography

Kaufman, Bruce E. 2008. *Managing the Human Factor: The Early Years of Human Resource Management in American Industry*. Ithaca, New York: Cornell University Press. p. 312n28.