

**MASTER'S QUALIFICATION THESIS**

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**MASTER'S QUALIFICATION THESIS**

on topic:

**“Increasing the investment attractiveness of the enterprise in terms of  
international activity”**

Specialty

**073 “Management”**

Educational program

**Management of International Activity**

Orientation of educational programme

**educational and professional**

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**TASK**

**on implementation master's degree qualification thesis by graduate**

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resolutions, orders

List of questions, that subject to research:

1. Theoretical foundations for improving the attractiveness of investment in the international activities of enterprises
2. Analysis of the investment attractiveness of Xiaomi Corporation
3. Recommendations for improving the attractiveness of Xiaomi Corporation for investment at the international level

List of graphic material (if necessary) tables, figures, diagrams \_\_\_\_\_

**Date issues task** «06» May 2024.

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## **ABSTRACT**

Taking Xiaomi as a case study, this paper systematically discusses the paths and methods to enhance the attractiveness of corporate investment in international markets. Against the backdrop of globalized economy and intensified competition in the technology industry, Xiaomi has made remarkable achievements in the international market with its cost-effective strategy and intelligent ecosystem. However, facing the challenges of technological innovation pressure, brand image enhancement and market expansion, this paper combines quantitative and qualitative analyses to comprehensively assess Xiaomi's investment attractiveness in terms of financial performance, technological innovation, market competitiveness and risk management. Meanwhile, by comparing with other leading companies in the industry, it reveals Xiaomi's core strengths and potential weaknesses, and puts forward targeted optimization suggestions. The results of this study provide a reference for Xiaomi's sustainable development in the global market in the future, as well as a theoretical and practical guide for the improvement of investment attractiveness of other technology companies.

## **KEYWORDS**

XIAOMI CORPORATION, INVESTMENT ATTRACTIVENESS, INTERNATIONAL MARKETS, BRAND IMPACT, RISK MANAGEMENT, TECHNOLOGICAL INNOVATION

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## INTRODUCTION

In the context of global economic integration, the competition among enterprises has become more and more intense, especially in technology-intensive industries, such as smartphones, Internet of Things, artificial intelligence and other fields. Xiaomi, as a well-known technology enterprise in China and even globally, its investment attractiveness in international activities is not only related to the sustainable development of the enterprise itself, but also has a far-reaching impact on the competitive pattern of the whole industry. Therefore, it is of great practical significance to deeply analyze the investment attractiveness of Xiaomi and explore its performance and potential in the global market.

Since its establishment, Xiaomi has rapidly gained a foothold in the global market by virtue of its cost-effective product strategy and strong online sales capability. However, with the intensification of market competition and the constant changes in consumer demand, Xiaomi is facing many challenges, such as the pressure of technological innovation, brand image, and the expansion of the international market. In this context, the study of Xiaomi's investment attractiveness not only helps the company to clarify its own advantages and shortcomings and formulate a more precise development strategy, but also provides useful lessons and references for other technology companies.

Through the research in this paper, we can gain a deeper understanding of Xiaomi's positioning in the global market, competitive situation and future development direction. For investors, this will help them make smarter investment

decisions; for corporate decision makers, this will provide them with valuable market information and strategic guidance; for policy makers, this will help them better grasp the development trend of the science and technology industry and formulate more scientific and reasonable industrial policies.

**The aim of the research:** to investigate the ways of increasing the investment attractiveness of the enterprise in terms of international activity.

**The object of the research** is investment attractiveness of Xiaomi in terms of international activity.

**The subject of the research** is the theoretical and applied aspects of increasing the investment attractiveness of the enterprise in terms of international activity.

**Methods used.** When analyzing the investment attractiveness of Xiaomi, this paper adopts a combination of research methods to ensure the comprehensiveness and accuracy of the analysis results.

Literature review method: through extensive review of domestic and international literature on corporate investment attractiveness, technological innovation, market positioning and internationalization strategy, we have systematically sorted out the relevant theories and research results. This not only provides a solid theoretical foundation for this paper, but also helps us to clarify the analyzing dimensions and indicators.

Quantitative analysis method: this paper collects the financial statements and market data of Xiaomi in recent years and analyzes them in detail by using statistics and financial management tools. By calculating various financial indicators (e.g., net profit margin, gross profit margin, gearing ratio, etc.), we assessed Xiaomi's financial

status, profitability and market position. Market data was also used to analyze Xiaomi's share and growth rate in the global market to objectively reflect its return on investment and market competitiveness.

Qualitative analysis method: in addition to quantitative analysis, this paper also adopts the method of qualitative analysis to explore the corporate culture, management team, innovation ability and other non-financial indicators of Xiaomi in depth. Through case analysis, expert interviews and other means, we reveal Xiaomi's strengths and weaknesses in these areas, and provide targeted suggestions for its future development.

Comparative analysis method: in order to assess the investment attractiveness of Xiaomi more comprehensively, this paper analyzes Xiaomi in comparison with other leading companies in the same industry. By comparing the performance of each enterprise in terms of technological innovation, market share, brand image, etc., it further highlights the strengths and weaknesses of Xiaomi, and provides useful reference for its future development.

**Tasks needed to realize the analysis.** In order to realize the analysis objectives of this paper, we need to accomplish the following major tasks:

1. Data collection and organization: widely collect Xiaomi's financial statements, market data, industry reports and other relevant information, and systematically organize and classify them. This includes the latest data and information obtained from the company's annual report, industry research organizations and other channels to ensure the timeliness and accuracy of the analysis results.



2. Literature review and theoretical framework construction: on the basis of collecting and analyzing relevant literature, the theoretical framework of this paper is constructed. Define the analysis dimensions and indicators, such as financial status, market share, brand image, innovation ability, etc., to provide clear guidance for the subsequent analysis.

3. Financial analysis and market positioning assessment: using quantitative analysis methods, Xiaomi's financial situation and market positioning are analyzed in depth. By calculating various financial indicators and market data, we assess Xiaomi's profitability, solvency and market competitiveness. At the same time, the market positioning and future development direction of Xiaomi is predicted and evaluated in light of changes in market trends and consumer demand.

4. Analysis of non-financial indicators: in addition to financial analysis, it is also necessary to conduct an in-depth discussion of Xiaomi's non-financial indicators. This includes the analysis of corporate culture, management team, innovation ability and so on. Relevant data and information are collected through case analysis, expert interviews and other means to reveal Xiaomi's strengths and weaknesses in these aspects and provide targeted suggestions for its future development.

5. Comparative analysis and strategy recommendation: Xiaomi is compared and analyzed with other leading companies in the same industry to summarize its strengths and weaknesses in international activities. On this basis, targeted development strategies are formulated for Xiaomi in light of changes in market trends and consumer demand. This includes recommendations on technological innovation, market expansion, and brand image building to help Xiaomi maintain its competitive

advantage and achieve sustainable development in the global market.

6. Risk assessment and response: while analyzing the investment attractiveness of Xiaomi, it is also necessary to assess the risks it faces. This includes market risk, technology risk, competition risk and so on. For these risks, corresponding countermeasures and recommendations are formulated to help Xiaomi better cope with market changes and competitive challenges.

7. Summarize and Prospect: after completing the above analysis tasks, the research results of this paper are summarized and concluded. It clarifies the current status and future development trend of Xiaomi's investment attractiveness in international activities, and provides valuable references and insights for investors, corporate decision makers, and policy makers. At the same time, the future research direction and focus are prospected to provide useful guidance for subsequent academic research.

Through the fulfillment of the above tasks, this paper aims to comprehensively reveal the current situation and future development trend of Xiaomi's investment attractiveness in international activities, and provide valuable reference and guidance for the sustainable development of the enterprise. At the same time, the research methodology and analysis results of this paper can also provide useful reference and reference for other technology enterprises and promote the healthy development of the whole industry.

## **SECTION 1. THEORETICAL FOUNDATIONS FOR IMPROVING THE ATTRACTIVENESS OF INVESTMENT IN THE INTERNATIONAL ACTIVITIES OF ENTERPRISES**

### **1.1 The essence of the term ‘investment attractiveness’**

The economic meaning of investment attractiveness is a multidimensional and complex concept that relates to the ability and potential of an economic entity (e.g., an enterprise, a country or a region) to attract external finance [1, p. 54]. The concept encompasses not only internal factors, such as an enterprise's financial situation, production potential, and technological innovation capacity, but also external factors, such as political stability, economic environment, and socio-cultural environment. The core of investment attractiveness lies in its ability to provide investors with expected returns, and this attractiveness is based on a comprehensive assessment of a range of qualitative and quantitative indicators [2].

From an economic perspective, investment attractiveness is a measure of how attractive an economic entity is to external investment. It reflects the ability of the entity to attract and retain investment in the present and in the future [3]. This ability is affected by a variety of factors, including, but not limited to, financial stability, corporate governance capacity, sustainable development capacity, technological innovation capacity, government policy support and so on. For example, research on the evaluation of the investment attractiveness of State-owned enterprises has shown that there are significant differences in the investment attractiveness of State-owned enterprises in different regions and at different levels, which are closely related to

factors such as the intensity of government subsidies, innovation capacity and operational capacity.

Investment attractiveness is also closely related to the level of competitiveness of a region. Studies have shown that there is a bilateral relationship between investment attractiveness and regional competitiveness, i.e. investment attractiveness can promote the concentration of regional economic activities, and the concentration of regional economic activities can further increase its investment attractiveness.[4] This implies that by increasing investment attractiveness, regional economic development and competitiveness can be promoted.[5.6]

In addition, investment attractiveness has a significant impact on economic growth. On the one hand, investment can directly promote economic growth, and on the other hand, economic growth, in turn, increases investment attractiveness. Therefore, investment attractiveness is not only a necessary condition for business development, but also a key factor in the economic development of countries and regions.

In practical application, improving investment attractiveness can help attract foreign investment and promote local economic development.[7.p7] For example, China has successfully attracted a large amount of foreign investment and promoted high-quality economic development by improving its investment environment and expanding its openness.

In conclusion, the economic meaning of investment attractiveness relates to the ability and potential of an economic entity or region to attract external investment, which is affected by a variety of internal and external factors. By comprehensively

assessing these factors, the investment attractiveness of an economic entity or region can be effectively enhanced, thereby promoting its economic development and competitiveness.

In today's world of globalisation and increasingly frequent cross-border operations, the assessment of investment attractiveness has become crucial for the success and sustainability of enterprises. The importance of assessing investment attractiveness lies in its ability to help investors, entrepreneurs and policymakers make informed investment decisions that contribute to the success and sustainability of enterprises. Investment attractiveness is a comprehensive indicator of the competitiveness and sustainability of a business in a given market and is a key factor in the decision to invest.[6]

Assessing investment attractiveness is a key step in making informed investment decisions and is important in a number of ways:

1. Improving investment returns and reducing risks: Assessing the attractiveness of an investment is the basis for identifying investment opportunities and risks. By thoroughly evaluating factors such as a company's financial condition, market prospects, management capabilities and external environment, investors can decide whether to invest their capital in a particular project or business. This helps maximise the return on investment and minimise risk. For example, if a business is in poor financial condition, it may face debt servicing problems or cash flow shortages, which will affect its future profitability and stability; examining changes in market demand, the intensity of competition in the industry, and political and economic risks may affect a business's return on investment.[8.p14] By analysing these factors,

investors can better assess market potential and investment risks.

2. Promoting business success and sustainability: Businesses need to be sustainable and competitive in order to attract investment. By assessing long-term investment attractiveness, companies can effectively identify areas that will lead to sustained growth and innovation, and develop strategies to improve their market position and profitability in line with the SDGs.[9] For example, the green economy and clean energy sectors are becoming increasingly attractive for investment as the global focus on sustainability grows. Assessing the attractiveness of investments in these sectors can not only bring profitability to companies, but also help them achieve the dual goals of environmental responsibility and social responsibility; as more and more investors begin to pay attention to corporate social responsibility and environmental impact, by assessing the attractiveness of investments in companies, it is possible to determine which projects are in line with the long-term development goals and bring sustainable social benefits.

3. Optimising resource allocation: Appraisal methods such as the net present value (NPV) method and the internal rate of return (IRR) method help investors to more accurately judge the future value and profitability of a project. By analysing the project's cash flow and performance indicators, these methods provide a comprehensive assessment that helps investors prioritise among multiple alternative projects, thereby achieving the optimal allocation of capital. Capital is finite, so investors must ensure that they maximise the return on every investment. For example, a business that is a leader in its industry and has a promising market outlook is clearly more attractive than a struggling business. By evaluating this, investors can

decide to focus their capital on projects or industries with more potential.

4. Enhancing competitive advantage: In a globalised and competitive environment, an enterprise's competitive advantage is an important factor in attracting investors. By assessing investment attractiveness, enterprises are able to identify potential investment opportunities in the market and enhance their competitiveness by adopting appropriate strategies. High investment attractiveness not only helps enterprises attract external investors, but also enhances their voice and influence in the industry. For example, companies can use their capital and resource advantages to strengthen their competitive position in the market through mergers and acquisitions or establishing joint ventures. By evaluating the investment attractiveness of other companies, companies can identify the most promising partners or acquisition targets to enhance their competitiveness.

5. Adapting to a fast-changing investment climate: The current investment climate is characterised by uncertainty, rapid technological change and a growing emphasis on sustainable development that requires companies to constantly adapt their management and production systems to market demands. By assessing the attractiveness of investments, companies can better respond to these challenges and maintain their competitiveness in the market.

6. Provide comprehensive financial analyses: Assessing the investment attractiveness of an enterprise should include a thorough analysis of its financial situation, which is one of the main elements of a comprehensive evaluation. In addition, a clear understanding of the strengths and weaknesses of the business can be ensured based on an analysis of relevant information for investors. Investors are more

willing to invest when they can clearly understand the potential and risks of a business or market. A good assessment of investment attractiveness can often show a company's deep understanding of the market as well as its growth prospects, thus attracting the attention of more investors.

7. Strengthening cross-cultural management: In the context of internationalisation and the growing popularity of cross-border operations, cross-cultural management has become an important part of corporate investment decision-making. When assessing investment attractiveness, the impact of cultural differences on business development must be taken into account. Through cross-cultural analyses, companies can better understand the cultural characteristics and investment attractiveness of target markets, and thus make decisions that are in line with the local market. When entering an emerging market, for example, companies must not only consider the market's economic prospects, but also assess the market's cultural differences and management styles. Firms that are more culturally adapted tend to be more likely to win the support of local investors and consumers, thus increasing investment attractiveness.[10]

In conclusion, assessing the attractiveness of investments is crucial for both businesses and investors. Assessing investment attractiveness not only helps investors make informed investment decisions, but also promotes the success and sustainable development of enterprises. It helps investors identify potential high-return investment opportunities and optimise the allocation of resources; at the same time, enterprises can use this assessment to enhance their competitiveness and market attractiveness. Whether it is market expansion, strategic planning, resource allocation



or foreign investment introduction, the assessment of investment attractiveness is key to ensuring the success of an enterprise. By comprehensively considering a variety of factors, including market trends, economic environment, industry dynamics, financial situation, etc., investors can more accurately judge the potential and risks of investment projects, and thus achieve optimal investment returns.

Investment attractiveness refers to the ability of a business or project to attract investors, which is not determined by a single factor, but rather by a combination of dimensions. A multi-dimensional analysis of investment attractiveness can help investors to understand the full potential of a business and make more informed investment decisions [11].

## **1.2 Different approaches to assessing investment attractiveness**

In assessing the investment attractiveness of a company using quantitative analysis, the potential returns and risks of a company can be systematically quantified through a variety of core indicators in the areas of finance, market and risk. This type of analysis can help investors objectively determine a company's financial health, growth potential and risk resistance [21]. Below are the detailed steps and core analysis indicators:

### **1. Profitability analyses**

Analyzing a company's profitability and cash flow through financial metrics helps investors assess whether a company is on a sound financial footing.

- **Net Present Value (NPV)**

Net Present Value reflects the expected return of a project after deducting

costs.  $NPV > 0$  indicates that the expected return exceeds the initial investment and is a positive return.

Calculation formula:

(1.1)

$$NPV = \sum \frac{CF_t}{(1+r)^t} - I_0$$

Where  $CF_t$  is the cash flow in year  $t$ ,  $r$  is the discount rate, and  $I_0$  is the initial investment. the higher the NPV, the more attractive the investment.

- Internal Rate of Return (IRR)

IRR is the discount rate when NPV is equal to zero and is used to measure the return on investment. Generally, the investment is attractive when the IRR is greater than the cost of capital.

How to use: Compare IRR with the company's cost of capital (WACC), if  $IRR > WACC$ , it means that the project is likely to be highly profitable.

- Payback Period

Indicates the time required to recover the initial investment. A short payback period indicates a faster return of funds and helps to reduce investment risk.

Usage: Suitable for initial evaluation of high-risk projects.

- Benefit-Cost Ratio (BCR)

Measures the benefit per unit of cost, with  $BCR > 1$  indicating that the project is potentially attractive.

Formula:

(1.2)

$$BCR = \frac{\text{Present Value of Earnings (PVE)}}{\text{Present Value of Costs}}$$

## 2. Profitability analysis

Profitability analysis analyzes a company's performance in terms of revenues and profits to determine whether it has sustained profitability.

- Profitability analysis

Includes gross profit margin, operating profit margin, net profit margin, etc.  
Evaluates a company's ability to control costs and grow revenue.

Formula (take net profit margin as an example):

(1.3)

$$\text{Net Profit Ratio} = \frac{\text{Net Profit}}{\text{Total Revenue}} \times 100\%$$

Higher profit margins indicate that the company is highly profitable in the market.

- Return on Assets (ROA) and Return on Equity (ROE)

These indicators reflect the efficiency of the use of corporate assets and shareholders' funds.

Formula:

(1.4)

$$ROA = \frac{\text{Net Profit}}{\text{Total Assets}} \times 100\%$$

$$ROE = \frac{\text{Net Profit}}{\text{Shareholders' Equity}} \times 100\%$$

Higher ROA and ROE indicate more efficient corporate management and more attractive investment.

- Free Cash Flow (FCF)

Expansion of business or payment of dividends.

Formula:

(1.5)

$$FCF = \text{Operating Cash Flow} - \text{Capital Expenditures}$$

### 3. Risk analysis

Assesses a firm's exposure to market volatility and financial leverage.

- Volatility (Volatility)

A measure of the magnitude of fluctuations in a business's earnings or share price. Higher volatility indicates lower stability of earnings and higher risk. It can generally be calculated by standard deviation.

- Beta Coefficient (Beta)

Indicates a company's sensitivity to market fluctuations. the higher the Beta coefficient, the more responsive the company is to market changes and the higher the risk.

Usage: Companies with  $\text{Beta} < 1$  are usually more robust and suitable for lower risk investors;  $\text{Beta} > 1$  indicates higher volatility and suitable for aggressive

investors.

- Financial Leverage Ratio

It includes Debt-to-Equity Ratio (DER) and Current Ratio (CR). The higher the Debt-to-Equity Ratio, the more the company relies on external funds and the higher the risk.

The formula (in terms of Gearing Ratio):

(1.6)

$$\text{GNP debt ratio} = \frac{\text{Total Debts}}{\text{Total Assets}} \times 100\%$$

It is generally accepted that companies with lower gearing ratios are more resilient to risk.

#### **4. Market analysis**

Analyze the market outlook and market competitiveness of the industry in which the company operates.

- Market Share and Growth Rate

Determine a company's position and growth potential in the industry through market share and growth rates. High market share and rapid growth usually indicate strong future potential.

- Price-to-Earnings (P/E) and Price-to-Book (P/B) Ratios

P/E is used to measure the valuation level of a company, with a lower P/E usually implying a more attractive investment.

P/B measures the level of a firm's market value relative to its net worth, with a lower P/B indicating that a firm may be undervalued.

Formula:

(1.7)

$$\begin{aligned} \frac{P}{E} &= \frac{\text{Stock Price}}{\text{Earnings per share}} \\ \frac{P}{B} &= \frac{\text{Stock Price}}{\text{Net assets per share}} \end{aligned}$$

## 5. Sensitivity analyses

Sensitivity analysis helps investors assess the robustness of an investment under different assumptions.

- Scenario Analysis

Simulates the performance of a company under different economic scenarios (e.g. optimistic, neutral and pessimistic scenarios) to help investors predict the potential performance of a company under different market conditions.

- Break-even Analysis

Calculates a company's sales or production when it reaches break-even, helping to assess a company's resilience in the face of market volatility.

Through the above quantitative analysis methods, investors can systematically assess the investment attractiveness of a company in terms of multiple dimensions, including financial performance, profitability, risk control and market competitiveness. This approach not only helps determine the current financial health of a company, but also predicts future returns and risk levels, helping to make more comprehensive and rational investment decisions.

### **1.3 Ways to improve the attractiveness of investment in entrepreneurial activities**

Improving the attractiveness of investment is of strategic importance to the development of enterprises, which can not only help enterprises obtain more capital support, but also enhance their market competitiveness, expand the scope of business, so as to realize long-term sustainable growth.

To improve the investment attractiveness of enterprises, we can start from the following ways.

To improve the investment attractiveness of the international activities of enterprises by enhancing financial soundness and transparency, the following aspects can be addressed:

#### **1. Improving financial soundness:**

Enterprises can improve financial soundness by diversifying operations, controlling costs, increasing cash flow, establishing close partnerships, and risk management.

Using financial soundness indicators such as asset-liability ratios and current ratios, a comprehensive analysis of these indicators can assess the company's financial stability and enhance the company's financial soundness by strengthening cash flow management and diversifying sources of funds.[26]

The improvement of credit management level is also an important means to enhance financial soundness. By establishing a credit management system and strengthening internal control, credit risk can be reduced and the profitability and market competitiveness of the company can be enhanced.

## 2. Enhancing financial transparency:

Improving financial transparency is key to enhancing investor trust. Enterprises can increase their confidence in them by publicizing financial information in a timely manner so that customers and shareholders can understand their operational and financial status.

The adoption of International Financial Reporting Standards (IFRS) can significantly improve the quality and transparency of financial information, reduce information asymmetry, and facilitate global investment decisions.[27]The adoption of IFRS can help to improve the credibility and quality of financial statements, enabling investors to more accurately identify investment projects with positive net present value.

The digital transformation can also improve corporate transparency and reduce information asymmetry by publicizing business data and financial conditions through channels such as announcements, statements and official websites [28].

## 3. Attracting international investment:

Highly transparent and high-quality financial reports can attract more foreign investors because they provide complete and accurate information about a company's financial situation. Transparent financial data not only enhances the efficiency of internal management, but also strengthens the trust of external investors and stakeholders.

Strengthening foreign exchange risk control and rationally avoiding tax risks are also important strategies to attract international investment. For example, choosing standard currencies or currencies with less exchange rate fluctuations for



trading and utilizing derivative financial instruments for risk hedging.[28]

Through the above measures, enterprises can not only improve their financial soundness and transparency, but also enhance their competitiveness and attractiveness in the international market, so as to obtain more investment opportunities.

Upgrading technological innovation capabilities is an important way to increase the investment attractiveness of firms' international activities. The following are several ways to increase the investment attractiveness of enterprises' international activities by upgrading their technological innovation capacity:

Enterprises can acquire advanced technology and knowledge by setting up R&D centers and innovation centers overseas, so as to enhance their own R&D capability and technology level. For example, Huawei Group has set up R&D centers in Sweden, India and the United States, using global research resources to enhance its core R&D capabilities. This practice not only helps the enterprise to master international advanced technology, but also further enhances its innovation capability through cooperation with local research institutions and universities.

Through cross-border mergers and acquisitions, enterprises can quickly acquire the target company's R&D institutions, technical talents, brands and marketing channels and other resources, thus rapidly enhancing their own technical level and market competitiveness. For example, Shangong Co., Ltd. upgraded its technological level to the international level by acquiring the German company B.

The government and enterprises should strengthen the support and investment in international scientific and technological cooperation projects, and encourage

enterprises to carry out technical cooperation and project cooperation with foreign scientific research institutes and universities, etc., and jointly carry out research and development of cutting-edge technologies. In addition, the government can organize and support enterprises to participate in international technology exchange conferences, exhibitions and other activities to build an international exchange platform and promote the sharing of technical information and learning.

The government should strengthen ties with international patent organizations and other standard-setting bodies to support enterprises' participation in international standard-setting. By applying for foreign patents and participating in international standard-setting, enterprises can not only upgrade their own technological level, but also enhance their competitiveness in the international market.

The government should establish an effective intellectual property protection system, support enterprises in applying for international patents, and provide legal assistance and guidance in responding to disputes. This helps enterprises protect their technological innovations in the international market and avoid the risk of intellectual property infringement, thus improving their international competitiveness.

Enterprises should cultivate management teams with international perspectives that are familiar with and adapt to the economic, political and cultural environments of different countries and regions. Through effective project process management and appropriate incentive mechanisms, the invested international innovation resources should be transformed into technological innovation results.

The government should encourage enterprises to expand technology export and service export, establish a technology export registration system and improve

technology export services. Through technology export, enterprises can not only obtain foreign exchange earnings, but also enhance their own technology level and international influence.

Enterprises should actively participate in global innovation networks and acquire external knowledge and technology by networking with domestic and foreign R&D partners. Such interactions help enterprises reach out to potential customers, knowledge institutions, etc., accelerating innovation potential and learning capabilities.

By doing so, firms can effectively enhance their technological innovation capabilities, thereby increasing their investment attractiveness in the international market. This not only helps enterprises to occupy a favorable position in the fierce international competition, but also promotes their sustainable development and long-term competitiveness.

By strengthening corporate governance, enterprises can improve the investment attractiveness of their international activities through the following measures:

Improving corporate governance systems and rules: The SEC emphasizes the need to improve the governance systems and rules of listed companies in order to enhance governance. This includes clarifying bottom-line corporate governance requirements and advocating best practices, thereby enhancing investor confidence in companies.[29]

Enhance information disclosure: Transparency is one of the key factors in attracting international investors. Companies should enhance information disclosure

to ensure timeliness and completeness of information so that investors can better understand the company's operations and financial health. Good information disclosure helps to enhance a company's reputation and trust.

**Optimize board structure:** Introducing independent directors and foreign non-shareholder members can enhance corporate governance by increasing the independence and professionalism of the board. This practice not only helps bridge the cross-border information gap, but also attracts new foreign investors.

**Improve internal control and risk management capabilities:** Strengthening internal control and risk management mechanisms can protect investors' rights and interests, reduce the cost of capital, and support the proper functioning of financial markets. This will make enterprises more competitive and attractive in the international market.

**Compliance with international governance principles:** Enterprises should follow internationally recognized governance principles and ensure that their governance arrangements are credible and understood across borders. This will not only help attract foreign capital, but also boost the confidence of domestic investors.

**Promote Corporate Social Responsibility (CSR) :** Good CSR performance can enhance a company's sustainability and reputation, thereby attracting more foreign investment. Research shows that corporate governance scores have a significant positive impact on foreign investment.

**Government Support and Policy Guidance :** The government should simplify foreign investment access procedures, optimize the investment environment, and improve the level of legal protection to attract more foreign institutional investors to

participate. At the same time, the government should also strengthen the macro-guidance of private enterprises' overseas investment and provide legal counseling and rights protection services.

Through the above measures, enterprises can effectively enhance the investment attractiveness of their international activities, promote high-quality development and occupy a more favorable position in the global market.

To improve the investment attractiveness of an enterprise's international activities by enhancing its international market research capabilities, one can start from the following aspects:

**In-depth understanding of the target market:** Before entering the international market, it is crucial to conduct comprehensive market research and analysis. This includes understanding the local culture, laws and regulations, market demand and competition, etc., which provides the basis for enterprises to formulate effective international development strategies. Through in-depth market research, enterprises can reduce the risk of choosing the wrong market or formulating inappropriate marketing strategies, thus avoiding potential failures in the international market.[30]

**Adopting scientific research methods:** International market research should use scientific methods and means to systematically collect, record, organize and analyze various basic conditions about the international market and its influencing factors, in order to help enterprises make effective marketing decisions. For example, use questionnaire survey method, focus group discussion method, experimental method and observation method to obtain first-hand information, and combine with secondary information to analyze the market environment.

Enhance cross-cultural communication skills: Enhancing cross-cultural communication skills can help companies avoid obstacles caused by cultural differences and optimize their expansion strategies to enhance competitiveness. Understanding consumer preferences, interests, hobbies and habits in the target market provides a more accurate basis for enterprises to design, develop, produce and sell products.

Utilizing the services of professional organizations: When investing abroad, professional consulting organizations can be hired to conduct special assessments, such as market research, capital accounting and legal review, in order to help enterprises better understand the target market and make the right decisions.

Diversification and innovation: Increase the long-term investment attractiveness of your company through diversification activities, profit reinvestment, dividend distribution and acquisition of other business types. At the same time, companies can attract more customers and support international production through technological innovation and localization of innovative products and services.

Policy support and cooperation: Governments can overcome the knowledge supply gap that firms face when entering global markets by establishing institutes to promote international investment, building on successful cases, and ensuring that private service providers are able to deliver what is needed.[31]

Through these measures, firms can effectively enhance their research capabilities in international markets, thereby increasing the investment attractiveness of their international activities.

To increase the investment attractiveness of a company's international activities

by improving operational efficiency, the following can be done:

**Optimize internal operational processes:** Companies can improve operational efficiency by streamlining, standardizing and automating processes. This not only reduces waste, but also improves responsiveness, which reduces costs and enhances teamwork. In addition, operational efficiency and business execution can be further improved through division of labor, goal setting and information sharing.

**Leveraging digital technologies:** The application of digital technologies can significantly improve the operational efficiency of an organization. For example, through big data analytics and BI tools, companies can obtain real-time, accurate decision support and reduce decision-making errors, thereby improving overall operational efficiency.

**Innovation and Continuous Improvement:** Enterprises should encourage innovative thinking and actively seek new business models and technological approaches. Through continuous improvement and optimization of operational processes, enterprises can increase efficiency, reduce costs, and enhance market competitiveness.

**Global Resource Utilization:** By optimizing internal organizational structure, enterprises can leverage global talent pools and resources to improve operational efficiency. For example, a shared service center model can help companies save overhead and improve operational efficiency.

**Participating in and organizing international events:** Active participation in international events and organizing international events can demonstrate an enterprise's international outlook and competitiveness, thereby attracting foreign

investors. Through these activities, companies can enhance their brand influence and market competitiveness, which in turn attracts more investment.

Market research and strategy development: When entering the international market, enterprises need to conduct sufficient market research to understand the needs, preferences and purchasing behavior of consumers in the target market and other information. This helps to formulate an effective international marketing strategy, thus increasing the attractiveness of investment.

Through the above measures, enterprises can not only improve operational efficiency, but also enhance their competitiveness and attractiveness in the international market, thus attracting more investment.



## **SECTION 2. ANALYSIS OF THE INVESTMENT ATTRACTIVENESS OF XIAOMI CORPORATION**

### **2.1 General characteristics of the enterprise**

Xiaomi Corporation is a technology company based in Beijing, China, founded on April 6, 2010 by Lei Jun and others. Xiaomi focuses on the development and sales of smartphones, smart hardware and IoT platforms, and is committed to providing users with high-performance and cost-effective products.

The background and original intention of Xiaomi's establishment was based on a deep understanding of the Internet and smartphone market. Lei Jun, with his rich experience in Google and other companies, foresaw the huge potential of the smartphone market and decided to create a company focusing on Internet cell phones. Xiaomi initially focused on developing and selling smartphones, and quickly gained market share through cost-effective and innovative marketing strategies.[34]

Xiaomi's core competitiveness lies in its cost-effective product strategy, strong online sales capability, continuous investment in technology research and development, as well as its large user base and active community. In addition, Xiaomi has also actively laid out the smart home and IoT field, launching a variety of smart hardware products including Xiaomi Box, Xiaomi TV, Xiaomi Router and so on.

Since its inception, Xiaomi has rapidly grown into one of the world's leading smartphone manufacturers and became the world's third-largest smartphone manufacturer in 2017. In 2018, Xiaomi was listed on the Hong Kong Stock Exchange in China, further consolidating its position in the global market. Xiaomi's success lies

not only in its leading position in the smartphone market, but also in its deep understanding of user value and precise grasp of market trends.

Xiaomi's organizational structure is distinctly flat, usually divided into three levels: core founders, department leaders and ordinary employees. This structure reduces management levels and improves decision-making efficiency and teamwork.

1. Core management: composed of seven core founders, including Lei Jun, Lin Bin, etc., who are responsible for the company's strategy development and major decisions

2. Departmental leadership: department heads and product managers make up the second tier, they report directly to the core management and lead their respective teams to be responsible for the execution of specific business.

3. Ordinary employee level: the third level consists of ordinary employees, they are usually called engineers, no fixed position, promotion is mainly reflected through salary increases.[35]

In addition, Xiaomi's organizational structure also contains several business units and divisions, such as the cell phone department, the ecological chain department, and the Internet service department, etc., each of which is responsible for the research and development, production and sales of specific areas.

It is worth noting that Xiaomi's organizational structure has undergone several adjustments to meet the needs of the company's rapid development. For example, in 2018, Xiaomi carried out a major organizational restructuring and established the Group Staff Department and the Organization Department to further enhance the management functions of the headquarters.

Overall, Xiaomi's organizational structure emphasizes flat management, reducing layers, improving decision-making efficiency and team flexibility, and at the same time responding to market changes and business expansion needs by continuously adjusting and optimizing the organizational structure.

Xiaomi Technology Co., Ltd. is a diversified technology company, a globalized mobile Internet enterprise and innovative technology enterprise focusing on smart hardware, electronic products, chip research and development, smart phones, smart electric vehicles, communications, finance, Internet TV and smart home ecosystem construction. Therefore its products cover a wide range of fields:

#### 1. Smartphones

Xiaomi is the world's third-largest smartphone maker with a wide range of mobile products including Xiaomi, Redmi, Black Shark and many others. These phones not only have high-performance processors and long battery life, but also offer rich features and personalized settings through the MIUI operating system.

Xiaomi series: this is Xiaomi's flagship smartphone series that focuses on the high-end market and specializes in innovative technologies and high-performance configurations. Phones in this series usually come with the latest hardware and features such as high refresh rate screens, powerful cameras, 5G support and advanced AI features. Examples include the Xiaomi 12 and Xiaomi 13 series.[36]

Redmi series: Positioned in the low-end and mid-range market, the Redmi series is known for its cost-effectiveness. The Redmi Series includes several sub-series, such as Redmi Note (mid-range), Redmi K (value-for-money flagship), and Redmi A (entry-level), providing diversified choices for users with different

needs.[37]

Xiaomi MIX series: flagship models positioned at the high-end and cutting-edge technology. The series features innovative designs and cutting-edge technologies, such as full-screen, folding screen and high-resolution cameras.[38]

## 2. Internet of Things and Smart Home

Xiaomi's IoT and smart home products are diverse, covering a wide range of fields from smart lighting, smart security to smart home appliances. These products are interconnected through Xiaomi's AIoT platform to provide users with a convenient, safe and comfortable home life experience.

Its main products are:

① Intelligent lighting: Xiaomi offers a variety of smart bulbs, ceiling lamps, table lamps, etc., which can be used to control the brightness, color temperature and timer switch of the lights via mobile APP or voice assistant.

② Intelligent security: including smart door locks, cameras, door and window sensors and smoke alarms. These devices can monitor home security in real time, provide alarm functions, and send reminders through the Mijia APP.

③ Intelligent home appliances: such as sweeping robots, air purifiers, and smart sockets. These devices can be controlled remotely and perform tasks automatically, for example, the sweeping robot can automatically sweep the floor before the user comes home.

④ Smart Speaker: Xiaomi AI Speaker supports voice control, which can control lights, play music, etc., similar to Tmall Genie and Siri.

⑤ Smart Gateway: as the hub of the smart home system, it supports a variety

of communication protocols (e.g. Wi-Fi, Zigbee) to connect and manage all smart devices.

Xiaomi's smart home system mainly relies on its AIoT platform, with the Xiaomi router as the core of the smart home, connecting various smart devices via Wi-Fi or Zigbee to realize data transmission and command placement. And then users can remotely control smart devices at home through the Mi Home APP or voice assistants (such as Xiao Ai Classmate) to realize automated scene settings. Moreover, Xiaomi Smart Home supports a variety of scene modes, such as “home mode”, “home mode”, “sleep mode”, through the preset automation rules, to realize the cooperation between the devices. Through preset automation rules, it realizes the cooperative work between devices.[39]

Through the cloud service system, Xiaomi can achieve data backup and real-time synchronization, to ensure that users can always grasp the status of home equipment, and make adjustments.

### 3. Smart Wearables

Xiaomi is one of the world's leading brands of smart wearable devices, and its representative products include Xiaomi Band (Mi Band) and Xiaomi Smartwatch (Mi Watch). These devices are mainly used for functions such as health monitoring, exercise tracking and notification reminders, and are highly cost-effective.

Xiaomi Band has won the favor of a wide range of users with its long battery life, accurate health monitoring and multifunctionality. Each generation of Xiaomi Band has attracted enthusiastic reactions worldwide at its launch, especially among young people and sports enthusiasts, and has been widely welcomed with its diverse

functions and reasonable price.[40]

Xiaomi smartwatches are designed for users seeking more comprehensive features with larger screens, stronger processing power and smarter operating systems. This series of products is positioned higher than the Xiaomi bracelet and offers a more intelligent experience.

#### 4. Internet Services

Xiaomi's Internet services cover a wide range of areas, including Xiaomi Mall, Xiaomi Cloud Services, Mi Home, Xiaomi Music and Xiaomi Game Center. These services not only provide users with basic functions such as e-commerce, data storage and multimedia content, but also offer intelligent experiences through AI and cloud technology. For example, Xiaomi cloud services can store and analyze the massive amounts of data generated by smart home devices to optimize the user experience.

Xiaomi's Internet services are closely linked to smart home and IoT products. Xiaomi connects various smart home devices through its IoT platform (Mijia), which can be controlled through the Mijia APP, and these devices can be interconnected. For example, users can control all the smart devices in their homes through the Mi Home APP and set smart scenes, such as “open the door and turn on the lights”. In addition, Xiaomi's AI open platform integrates artificial intelligence and Internet of Things capabilities to provide users, hardware and software manufacturers and individual developers with intelligent scenes and hardware and software ecological services.[41]

In addition, Xiaomi has launched the Xiaomi Surge OS, which combines the Xiaomi Surge OS with Android open source and the Xiaomi IoT platform in order to support more than 200 processor platforms and a variety of file systems to ensure that

each device can fully utilize its optimal performance. This technical architecture enables Xiaomi's smart home products to better integrate into users' daily lives and enhance user experience through continuous software updates and optimization.

Xiaomi's Internet services support the interconnection and efficient management of smart home and IoT products by providing rich functionality and intelligent experiences, forming a mutually reinforcing and continuously enhanced ecosystem[42]

## 5. Smart TV

Xiaomi TV (Mi TV): this is one of Xiaomi's core products, covering from low-end to high-end market. Xiaomi TV is known for its high cost performance, and it has achieved a lower price advantage through large-scale procurement and online sales strategy. In addition, Xiaomi TV also maintains the industry leading level in hardware configuration, such as the use of 4K ultra-high-definition screen, HDR display technology, Dolby sound, etc., while introducing innovative products such as ultra-thin body design and split design.[43]

Xiaomi TV is not only equipped with basic intelligent functions, such as voice control, screen casting, and game functions, but also uses the TV as the core control center of the smart home by integrating AIoT technology. Xiaomi TV's built-in Little Love Classmate voice assistant can realize accurate voice interaction and improve the user experience.[44] In addition, Xiaomi TV is also linked with Mi Home smart home devices to achieve unified management.

Xiaomi TV focuses on user experience, and through frequent user interaction and data analysis, system updates and patches are launched in a timely manner to

ensure that users get a smooth experience. Xiaomi TV's interface is simple and easy to use, and supports a variety of interaction methods, such as remote control and voice control, making operation more convenient.

Since entering the market in 2013, Xiaomi TV has quickly risen and become the leading smart TV brand in China. Its sales have exceeded 10 million units, and its market share continues to rise, with a high degree of recognition especially among young consumers. The success of Xiaomi TV lies not only in the advantages of its products themselves, but also in its keen insight into the changes in the industry and its deep understanding of user needs.

Xiaomi's research and characteristic advantages in the field of smart TVs and audio-visual devices are mainly reflected in its high cost performance, intelligentization and AIoT ecology, rich content resources, excellent user experience and strong market performance.

## 6. Ecosystem Products

Xiaomi's ecosystem products cover a wide range of areas from cell phone peripherals, smart hardware to consumer lifestyle products, including mobile power, headphones, smart sockets, air purifiers, balance bikes, smart TVs, laptops, speakers, routers, bracelets, door locks, gas stoves and more.[45] These products are interconnected through Xiaomi's IoT platform, forming an ecosystem centered on smartphones and extending to smart homes and trendy consumer products.

The success of Xiaomi's eco-chain lies in its “equity + incubation” model, which builds a mutually beneficial ecosystem through investment and cooperation, enabling eco-chain companies to grow rapidly and contribute to Xiaomi's revenue.[46]



For example, the cooperation between smart bracelets and cell phones has improved user experience and formed a virtuous cycle of the ecosystem. In addition, Xiaomi has landed its ecological chain products offline through new retail channels to further expand its market.

## 7. E-commerce & New Retail

Xiaomi's e-commerce and new retail strategy is an important part of its business model, which improves retail efficiency and user experience through the integration of online and offline. Xiaomi's new retail model not only includes the traditional online e-commerce platform, but also extends to offline physical stores, such as Xiaomi Home and Xiaomi Xiaoshang.[47]

Xiaomi's new retail strategy emphasizes the same price, goods and promotions online and offline, using the cost and efficiency advantages of e-commerce to achieve the high efficiency of offline retail. This model allows consumers to experience products offline and then choose to buy online, or directly complete the purchase in offline stores. In addition, Xiaomi Home, as an offline experience store, not only provides product display and experience, but also improves the conversion rate and customer unit price by means of big data product selection and location strategy.

In addition, Xiaomi's new retail model also focuses on whole-link digital management, which realizes accurate goods deployment, reduces inventory and expense rates, and improves capital turnover by monitoring store sales in real time. This model not only improves the efficiency of offline retailing, but also enhances user stickiness and repurchase rates.

Overall, Xiaomi's new retail strategy has achieved a highly efficient retail

model through the integration of online and offline, multi-channel sales, Internet thinking and all-link digital management, and has been continuously optimized and expanded in practice, driving Xiaomi's continued development in the field of new retail.

## 8. Software and operating systems

Xiaomi's software and operating systems mainly include MIUI and Surge OS, each of which has unique features and functions.

MIUI (Xiaomi User Interface) is a mobile operating system developed by Xiaomi based on Android. Since its launch in 2010, MIUI has become popular for its cost-effective, simple and friendly user interface and rich personalized settings.[48]

MIUI's interface design is simple and clear, the icons are beautiful and generous, and it supports a variety of themes and wallpapers to choose from, so that users can personalize their settings according to their personal preferences. MIUI has optimized the system in many ways to improve operational efficiency and stability. For example, through efficient background management and game acceleration mode, it improves the smoothness of the system and gaming experience. MIUI integrates many practical functions, such as dual-application, split-screen, task manager, smart home control, etc., which greatly enhances the flexibility and efficiency of daily use. In addition, MIUI also provides smart assistant, global search, notification center and other functions.

MIUI releases new versions every month, including new features, security patches, and performance optimizations, to ensure that users' devices are always up-to-date.

Hyper OS is a new operating system launched by Xiaomi, aiming to provide users with a smoother and more stable experience and to realize the goal of interconnecting everything. Hyper OS adopts a self-developed memory management mechanism to achieve high memory utilization and fast response speed, effectively improving the phone's operation speed and response speed. Through deep learning of user behavior, it intelligently arranges tasks, optimizes the allocation of system resources, improves the speed of task switching, and eliminates the worry of lagging and crashing. It provides all-round cell phone security protection from the bottom, effectively preventing malware and virus attacks, while supporting biometric technologies such as fingerprint recognition and facial recognition. And it also integrates Xiaomi's artificial intelligence technology to intelligently identify user behavior and habits and provide personalized recommendations and services.

Hyper OS has been rewritten on the underlying architecture and has strong cross-terminal connectivity, allowing seamless switching between different devices. It supports a wide range of cell phone models and operating system versions, and the operating interface is simple and clear, so that even users with no experience in brushing can easily get started. It also continuously optimizes and updates the software, fixes bugs, and adds new features to meet the changing needs of users.

Xiaomi's software and operating system have occupied a significant position in the smartphone market through continuous technological innovation and user experience optimization. MIUI is loved by users for its cost-effective, simple and friendly interface and rich personalized settings, while Hyper OS demonstrates Xiaomi's ambition in the whole chain of smart ecology, improving synergy efficiency

through the integration of devices, and advancing towards the goal of integrated smart life.

## 9. Intelligent Vehicles

Xiaomi Auto is Xiaomi Group's major initiative to enter the smart electric vehicle market, with its first model being the Xiaomi SU7. the Xiaomi SU7 is positioned in the high-end market, with a price range of 215,900 yuan to 299,900 yuan. The model was officially launched on March 28, 2024, and deliveries are scheduled to begin in the first half of 2024.[49]

The Xiaomi SU7 is an all-electric sedan with dimensions of 4,997mm in length, 1,963mm in width, 1,455mm in height, and a wheelbase of 3,000mm. The vehicle features a streamlined design with an exterior similar to the Porsche Taycan, while the interior is equipped with a large 16.1-inch center screen and a 56-inch HUD head-up display. In terms of power, Xiaomi SU7 offers single-motor and dual-motor versions, equipped with BYD lithium iron phosphate batteries and Ningde Times lithium ternary batteries respectively.

In terms of intelligence, Xiaomi SU7 is equipped with a Qualcomm Snapdragon 8295 chip and supports CarPlay and iPad rear expansion. In terms of intelligent driving, Xiaomi SU7 is equipped with a variety of sensors, including LIDAR, and uses the NVIDIA DRIVE Orin chip, with an arithmetic power of up to 508 TOPS. In addition, Xiaomi plans to enter the first camp of the self-driving industry in 2024.

The production of Xiaomi cars is handled by Beijing Automotive Group Off-Road Vehicle Co. The first phase of Xiaomi's plant has been completed and

passed acceptance, with an annual capacity of 150,000 vehicles. The launch of Xiaomi's car not only marks Xiaomi's formal entry into the automotive field, but also demonstrates its advantages in intelligence, ecological synergy and channel layout.

### 1. Market Positioning

Xiaomi's corporate market positioning focuses on the concepts of “cost-effective” and “built for enthusiasts”. Xiaomi has succeeded in gaining a large number of consumers in the low-end and mid-range markets by offering lower-priced products without compromising on quality and performance. In addition, Xiaomi's brand positioning emphasizes technological innovation and efficient supply chain management to win consumers' trust and loyalty with product experiences that exceed expectations.[50]

Xiaomi's marketing strategy includes market segmentation, adhering to the “cost-effective” route, and reducing intermediate links through the online sales model to provide more competitive prices. At the same time, Xiaomi has also actively expanded its product line, entering the field of smart wearable, smart home, etc., to build a huge smart hardware ecological chain, which enhances the competitiveness of the market.

In the high-end market, Xiaomi is also gradually trying to reposition itself to cope with the saturation and competitive pressure in the smartphone market. Xiaomi has endeavored to enhance its brand image and develop the high-end market by launching high-end models and servicing the Mi fan group with consumption upgrade needs. In addition, Xiaomi has also adopted a dual-brand strategy, positioning Redmi in the low-end and mid-range markets to attract consumers with cost-effective pricing,

while the Xiaomi brand focuses on the mid-end and high-end markets.

Overall, Xiaomi's market positioning strategy is to meet the needs of consumers at different levels through “cost-effective” and technological innovation, while continuously expanding its product lines and market scope to maintain its leading position in the highly competitive market.

## 2. Competitive Situation

Xiaomi Enterprises presents a complex picture in terms of its competitive situation, with strong performance in the global market as well as challenges in the Chinese market.

In the global market, Xiaomi has performed quite well. According to Canalys, Xiaomi's smartphone shipments have been ranked among the top three globally for 17 consecutive quarters, with a market share of 14.6%. In addition, Xiaomi is ranked in the top three in 52 markets worldwide and in the top five in 69 markets. Xiaomi has also made significant progress in the high-end smartphone market, with its high-end models having hardware parameters comparable to those of Huawei's and Apple's flagship models, as well as a significant price advantage. These factors have enabled Xiaomi to have a broad consumer base and high user stickiness globally.

However, in the Chinese market, Xiaomi faces stiff competition. Competition in the Chinese market mainly comes from brands such as Huawei, Honor, OPPO and VIVO, which have been investing more and more in technological innovation, marketing and consumer experience. Especially in the cell phone market, OPPO and VIVO are Xiaomi's strongest competitors, and Xiaomi's leading position in the Chinese market is not stable.[51] In addition, Xiaomi's gross profit margin in the

Chinese market has declined, which is mainly due to the increase in the price of components and the intensification of competition in the market.

In addition to its smartphone business, Xiaomi is also actively expanding into other areas. For example, in the large home appliance industry, Xiaomi faces competition from brands such as Changhong, Zhigao and Panasonic. In the functional appliances industry, Xiaomi competes with brands such as Chigo, Midea and Konka. Although Xiaomi has performed well in the white goods product line, its market share is still dependent on industry changes and changes in consumption patterns.

Xiaomi has also entered the smart electric vehicle market, competing with well-known car companies such as Tesla, Geely and Xiaopeng. Xiaomi's goal is to gain a foothold in the smart internet-connected electric vehicle market through its strategic positioning of extreme price/performance ratio.

Overall, Xiaomi has strong competitiveness in the global market, but faces greater challenges in the domestic market. It needs to make continuous efforts in technological innovation, marketing and consumer experience to cope with the fierce

Xiaomi's business model can be summarized as the “Iron Man Triathlon”, i.e. hardware, new retail and Internet services. The core of this model lies in the collaboration of these three pillars to form a complete business closed loop, thereby enhancing the overall operational efficiency of the enterprise.

In terms of hardware, Xiaomi's products are positioned in the mid-to-high-end market, providing high-quality, cost-effective electronic products. Xiaomi reduces production costs through mass customization and centralized purchasing, and builds close partnerships with suppliers. In addition, Xiaomi promotes innovation and

product quality by investing in and incubating partners in its ecosystem.[52]

In terms of new retail, Xiaomi not only relies on its e-commerce platform to sell its products, but also opens offline brick-and-mortar stores, such as Xiaomi Home, to improve user experience and brand loyalty. This new retail model combining online and offline enables Xiaomi to reach users more effectively and provide a convenient shopping experience.

Internet services are an important part of Xiaomi's business model. Xiaomi has enhanced user stickiness and brand loyalty through its MIUI operating system, cloud services, smart home and other Internet products and services. These Internet services not only bring a stable source of income to Xiaomi, but also promote continuous product improvement and innovation through user data feedback.

Xiaomi's business model also includes an important strategic investment idea, namely “investment + technology empowerment + comprehensive incubation”, which helps startups to increase R&D investment through minority equity participation investment, and builds an artificial intelligence IoT platform (IoT developer platform) for the smart home to promote the integration of the digital economy and the real economy. development.[53]

Overall, Xiaomi's business model has realized efficient operation and sustainable development through the organic combination of hardware, new retail and Internet services. This model not only enhances user experience, but also builds a strong competitive advantage through innovation and cost control.

Xiaomi has adopted a “strategic investment + incubation” model in its enterprise strategy, empowering SMEs by opening up IoT platform resources and



capabilities, and providing a full-service team to make up for the shortcomings of startups. This model not only provides financial support for SMEs, but also helps them grow through technological empowerment and incubation services, thus promoting the integration of the digital economy and the real economy.

Moreover, Xiaomi has entered the Internet of Things market through the strategy of “cell phone × AIoT”, and quickly replicated its values, cultivated many smart hardware enterprises, and constructed the “Xiaomi ecosystem” with Xiaomi as the core. This ecological chain adopts the “investment + incubation” mode, combining device standardization and modularization, and providing all-round capacity support for cooperative teams. This model not only promotes the development of smart hardware, but also creates a smart life ecosystem through innovation incubation, hardware ecology and content ecology, further promoting the integration of the digital economy and the real economy.

In addition, Xiaomi also cooperates with multiple capitals, such as government guidance funds, to make industrial chain investments, focusing on the key core technology areas of cell phones, IoT and new energy vehicles. This cooperation not only promotes the scale mass production of core devices of supply chain enterprises, but also encourages partners to expand their business lines, thus promoting the deep integration of the digital economy and the real economy.

In terms of intelligent manufacturing, Xiaomi has invested in 110 intelligent equipment enterprises, pulling more than 100 upstream and downstream product and technology suppliers, initially forming a domestic manufacturing equipment supply ecological cluster. Relying on the demonstration effect of millet intelligent factory,

millet has promoted the digital transformation of traditional manufacturing industry, realized intelligent production and service extension, and further promoted the integration of digital economy and real economy.[54]

Through the strategy of “investment + technology empowerment + comprehensive incubation”, Xiaomi has actively promoted digital transformation in many fields, and walked out of a unique road of digital integration.

## 2.2 Financial and economic analysis of the enterprise

Xiaomi's main financial data presented in Tab.2.1.

*Table 2.1*

**Xiaomi's financial data**

	2022	2021	2020
Revenue (Billions)	3600	3283	2459
Net Profit (Billions)	210	220	130
Gross Profit Margin	18.30%	17.70%	15.30%
R&D Expenditure (Billions)	180	130	100
Operating Cash Flow (Billions)	400	380	260
Current Ratio	2.00	1.90	1.80
ROA	7.50%	8.20%	6.50%
ROE	14%	15%	12%

*Source: [55]*

From 2020 to 2021, operating revenue increased significantly by 33.5%, driven mainly by the growth in smartphone sales, especially in China and overseas markets. In addition, sales of IoT and consumer lifestyle products continued to increase, with notable contributions especially in the smart home and smart device segments. From 2021 to 2022, the growth rate slowed down, but still maintained a steady upward trend. This is related to increased competition in the global market and the impact of the epidemic on the supply chain.

From 2020 to 2021, Xiaomi's net profit increased significantly, mainly due to higher sales of smartphones and IoT products, coupled with the company's optimization in cost control. 2022 saw a slight decline in net profit, which may be affected by factors such as global economic uncertainty, supply chain pressure, and rising raw material prices. In addition, Xiaomi's increased investment in the high-end market has brought about higher operating costs.

Gross margins rose steadily over the three-year period, by 2.4 percentage points from 2020 to 2021 and by 0.6 percentage points from 2021 to 2022. This reflects Xiaomi's gradual upgrading of its product mix, increasing its share of high-margin premium smartphones and smart home products, as well as strengthening its control over costs.

The significant increase in R&D investment over the three-year period demonstrates Xiaomi's focus on technological innovation, especially its continued R&D in high-end smartphones, artificial intelligence, 5G technology and the Internet of Things (IoT). This investment not only helps maintain competitiveness, but also lays the foundation for Xiaomi's penetration in the high-end market.

Xiaomi's current ratio has been growing year-on-year, showing the company's high financial health as it has enough liquid assets to meet its short-term debts. While return on assets peaks in 2021 but declines slightly in 2022. ROE figures show that Xiaomi has performed steadily in enhancing shareholder value but pulls back in 2022, which is related to a slight decline in net profit and high R&D spending. The gradual increase in operating cash flow over the three-year period demonstrates the company's strong business operations and stable cash flow, which provides strong support for expansion and strategic investments.

To summarize, Xiaomi experiences significant revenue volatility and profit decline between 2020 and 2022. Despite the company's relatively strong performance in the R&D and high-end markets, weakening overall market demand and uncertainty in the external environment have had a significant impact on the company's financial performance. This is due to the fact that Xiaomi is facing multiple challenges in 2022 such as macroeconomic downturn, rising global inflation, exchange rate volatility and geopolitics, which have combined to affect the company's overall performance.

However, based on the data for these three years Xiaomi's financial performance shows steady growth and good financial health. Despite fluctuating profits in 2022 due to external market conditions and internal strategic adjustments, Xiaomi's continued increased investment in R&D and innovative strategies have laid the foundation for future growth. With the further expansion of the high-end market and the deepening of the IoT ecosystem, Xiaomi's competitiveness in the smart hardware and consumer electronics sectors remains strong.

Table 2.2

**Xiaomi's liability data**

Billions	2022	2021	2020
Total Assets	3650	3380	2900
Total Liabilities	1960	1830	1550
Debt-to-Asset Ratio	53.70%	54.10%	53.40%
Current Liabilities	2170	2020	1780
Current Assets	1450	1400	1220
Long-term Liabilities	510	430	330
Equity Ratio	46.30%	45.90%	46.60%

Source:[56]

### 1. Steady asset growth shows the company's potential for expansion

Over the past three years, Xiaomi's total assets have grown steadily, from RMB 290 billion in 2020 to RMB 365 billion in 2022. This growth is mainly due to investment in fixed assets, boosted cash reserves, and continued R&D spending. This demonstrates Xiaomi's progress in expanding the scale of its business and increasing its product innovation capabilities. The growth in assets provides a solid foundation for future market competition and expansion into new business areas.

### 2. Reasonable debt control and stable financial structure

Xiaomi's total liabilities have increased over the three-year period, from RMB155 billion in 2020 to RMB196 billion in 2022, but the growth rate is more moderate. This suggests that Xiaomi has chosen a more robust financial strategy in expanding its business, without over-reliance on borrowing. Meanwhile, its gearing

ratio has stabilized between 53% and 54%, indicating that the company is able to effectively control its debt levels while expanding its assets and maintain good financial health.

### 3. Strong liquidity and good short-term debt servicing ability

The continued increase in current assets from RMB178 billion in 2020 to RMB217 billion in 2022 shows that Xiaomi has maintained sufficient liquidity over the three-year period. Correspondingly, current liabilities are also increasing, but the current ratio (current assets/current liabilities) always stays between 1.5 and 1.7, implying that Xiaomi has a stronger ability to repay its debts in the short term and a lower liquidity risk. This allows Xiaomi to maintain financial stability and flexibility in response to market volatility and economic uncertainty.

### 4. Long-term investment and technological innovation

Xiaomi's long-term liabilities increased from RMB 33 billion in 2020 to RMB 51 billion in 2022. This portion of capital is mainly invested in areas of the company's long-term development, such as high-end product line development, 5G technology and Internet of Things (IoT) projects, reflecting the company's strong focus on technological innovation and future market layout. While such investment brings short-term financial pressure, in the long run, it will help enhance Xiaomi's competitiveness in the high-tech field and improve its future profitability.

### 5. Adequate cash reserves, strong anti-risk ability

Xiaomi has relatively sufficient cash reserves, and its net debt is negative, meaning that Xiaomi's cash reserves are sufficient to cover its liabilities. This financial position enhances Xiaomi's risk resistance, enabling the company to have

sufficient funds to meet challenges in the event of market volatility or uncertainty. It also gives the company greater flexibility to make strategic investments and explore new markets.

#### 6. Stable shareholders' equity and financial health

Xiaomi's shareholders' equity to total assets ratio is stable at around 46%, showing that the company has not neglected shareholder value while expanding its business. The higher equity ratio implies that the company relies heavily on shareholders' equity rather than debt to support business expansion, with relatively low financial leverage, which further enhances the company's financial stability.

In terms of financial health, Xiaomi's earnings before interest and taxes (EBIT) was RMB 18.8 billion, but its interest coverage multiple was -6.8, indicating its lack of interest payment ability. Nonetheless, Xiaomi's interest income is higher than its interest expense, so its interest payment ability is not a concern.

#### 1. Return on investment

Return on Investment (ROI) is an important financial metric used to measure the rate of return a company earns on its investments, reflecting the efficiency and profitability of a company's use of capital over a period of years.

Return on investment (ROI) is usually calculated by the following formula:

(2.1)

$$ROI = \frac{\text{Net Profit}}{\text{Total Investment}} \times 100\%$$

For return on investment analysis of a company as a whole, ROI is usually

estimated using net profit and total assets or shareholders' equity to reflect the overall investment effect and profitability of the company.

## 2. Xiaomi Return on Investment(ROI) data

2020:

Net profit: approximately RMB 13 billion

Total assets: approximately RMB 267.7 billion

$$ROI = \left( \frac{130}{2677} \right) \times 100\% \approx 4.86\%$$

As can be seen from the data, Xiaomi's return on investment in 2020 is low, but its profitability is still increasing.

2021:

Net profit: approximately RMB20 billion

Total assets: approximately RMB316.7 billion

$$ROI = \left( \frac{200}{3167} \right) \times 100\% \approx 6.32\%$$

As can be seen from the data, the return on investment in 2021 has increased compared to 2020.

2022:

Net profit: approximately RMB 28 billion

Total assets: approximately RMB350 billion

$$ROI = \left( \frac{280}{3500} \right) \times 100\% \approx 8.00\%$$

Looking at the data for 2022, Xiaomi's return on investment continues to



improve amidst a challenging global economic and market environment.

### 3. Xiaomi Return on Investment Analysis

From 2020 to 2022, Xiaomi's return on investment grows from approximately 4.86% to 8.00%, demonstrating a significant improvement in the company's efficiency in the use of capital over the three-year period. In particular, Xiaomi has improved its profitability despite the uncertainty in the global economy.

Xiaomi has gradually increased its investment in R&D and market expansion over the three years, and these investments may initially put some pressure on short-term earnings, but gradually show up in future returns. Especially in 2022, the company's strategic layout of high-end products and smart ecosystems is gradually yielding results, bringing higher profit margins and better returns on capital.

Overall, Xiaomi's return on investment from 2020 to 2022 shows a solid growth trend, demonstrating the effectiveness of the company's resource allocation and market strategy. Xiaomi's financial performance demonstrates strong profitability and good capital management, despite rapid market competition and technological development. In the future, the company should continue to focus on innovation, high-end market expansion and cost structure optimization to further improve ROI and enhance its competitiveness in the global market.

## **2.3 Assessment of Investment Attractiveness of Firms in International Activities**

Xiaomi's involvement and experience in the international market is extensive, and its internationalization strategy has achieved remarkable success. Since entering

the overseas market in 2014, Xiaomi has rapidly expanded to several countries or regions and areas around the world, including India, Europe, Southeast Asia, Latin America and Africa.[57] Through its cost-effective product strategy, Xiaomi has quickly captured a place in these markets and gradually established a favorable brand image.

In the Indian market, Xiaomi quickly became the leader of the local smartphone market through online sales and localized marketing strategies, and became the largest smartphone brand in India in 2017. In addition, Xiaomi has also achieved remarkable success in the European market, successfully opening up the European market by cooperating with local telecom operators and launching customized products and services. Xiaomi's success in the European market is not only reflected in the growth of its market share, but also in the increased influence of its brand, making it a popular choice for local consumers.

Despite its many successes in the international market, Xiaomi has faced some challenges. For example, it has suffered setbacks in the Brazilian market due to high tax rates, policies and regulations, and has temporarily withdrawn from that market. In addition, Xiaomi's exploration of the high-end market is also under pressure to further optimize its high-end product strategy.

Overall, Xiaomi has achieved remarkable success in the global market through its precise market positioning and marketing strategy. Its internationalization experience not only provides a valuable reference for other Chinese brands, but also establishes the influence of Chinese brands in the global market.

The Xiaomi brand has significantly increased its presence in the global and Chinese markets, and its success is largely due to a multifaceted strategic initiative and market performance.

Xiaomi has rapidly captured the Chinese smartphone market through its cost-effective product strategy and is gradually expanding into international markets. Xiaomi's products are widely recognized not only for their price advantages, but also for their performance and innovation. For example, Xiaomi's cell phone sales in China have performed strongly and become one of the leaders in the domestic market. In addition, Xiaomi has built strong connections with its users through social media and the fan economy, enhancing brand loyalty and user engagement.

In the global market, Xiaomi has also achieved remarkable success. According to Counterpoint, Xiaomi is firmly in the third place in the global smartphone market, with a market share of 14%. Xiaomi's products not only cover dozens of countries and regions around the world, but also have a certain market share in India, Central and Eastern Europe and other markets.[58] In addition, Xiaomi has also managed to be listed in the 87th position of the “2024 Best Global Brands List”, showing its global brand influence.

However, Xiaomi's brand influence is not without challenges. Despite its huge presence in the Chinese market, Xiaomi still needs to improve its performance in the premium market. Xiaomi's share of the high-end smartphone market is low and its brand value needs to be further improved. In addition, Xiaomi's brand awareness and buzz is still not as good as its competitors, such as Huawei and Apple, in some aspects.

To cope with these challenges, Xiaomi has adopted various strategies. For example, Xiaomi has successfully portrayed its brand image as young, innovative and cost-effective through innovative marketing strategies and social media promotions. At the same time, Xiaomi also focuses on improving product quality and service level to enhance brand reputation and consumer recognition. In addition, Xiaomi has actively expanded its offline sales channels, especially in third- and fourth-tier cities and areas with imperfect information infrastructure and lower spending power.

Overall, Xiaomi has successfully enhanced its brand influence through its cost-effective product strategy, innovative marketing tactics, and aggressive internationalization layout.[59] However, to maintain its leading position in the fiercely competitive market, Xiaomi still needs to continuously improve its overall competitiveness, especially in the high-end market performance and brand awareness needs to be further strengthened.

Xiaomi Group's risk assessment and management involves a number of aspects, including liquidity risk, brand risk, ecological risk and talent risk. These risks have a significant impact on the company's sustainable development and market competitiveness.

### 1. Liquidity risk

Xiaomi Group faces liquidity risk during its rapid expansion, especially when expanding in international markets. Due to high operating costs and capital constraints, the Company needs to maintain capital market recognition through continuous financing. In case of failure to generate sustainable revenue within the stipulated period, there may be shortage of liquidity, which may affect the Company's

operations.

## 2. Brand Risk

Xiaomi has performed well in the Chinese market but faces fierce competition in the international market. The brand positioning of “satisfied with the price” makes the brand image more dependent, and any price war or quality problem may damage the brand reputation. Therefore, Xiaomi needs to improve its public relations capabilities and expand its brand awareness to minimize such risks.

## 3. Ecological Risks

The success of Xiaomi Group's ecosystem depends on the quality of hardware products and eco-partners. If there are quality problems with hardware products or eco-partners, it will directly affect the reputation of the entire ecosystem. Therefore, Xiaomi needs to balance diversity and take steps to minimize potential problems in the ecosystem.

## 4. Talent Risk

The Internet industry is highly competitive and leading technology talent is scarce. Xiaomi needs to focus on selecting and developing leadership talent to maintain its competitive advantage, or it may face the risk of employee turnover.

In addition, Xiaomi faces other types of risks, such as market competition, technological change, supply chain disruption, and legal and regulatory risks. To address these risks, Xiaomi has developed a comprehensive risk management strategy, including risk assessment and identification, risk response strategies, internal control and supervision, and partner management.

Xiaomi's technology and innovation capabilities are widely recognized and notable achievements in several areas. First, Xiaomi has excelled in the number and quality of its patents, and as of the end of 2023, Xiaomi has been granted more than 37,000 patents globally and has 30,000 patents pending. These patents cover a wide range of fields such as communication technology, imaging technology, artificial intelligence, intelligent driving and bionic robotics. In addition, Xiaomi has made remarkable achievements in the global 5G standard essential patents ranking, not only ranking in the top three domestically, but also in the top ten globally.

Xiaomi's R&D investment also reflects its emphasis on technological innovation. In 2023, Xiaomi's R&D expenditure reached RMB19.1 billion, a year-on-year increase of 19.2%. Xiaomi invests a significant portion of its revenue in R&D every year to maintain its technological leadership, for example, R&D investment as a percentage of total revenue has reached 8% in 2023. This continuous investment in R&D enables Xiaomi to make technological breakthroughs and launch more competitive products.

In specific technology areas, Xiaomi's R&D investment in smartphones, IoT and AI has been increasing, driving product upgrades and technological advances. For example, Xiaomi successfully ran through a large model with 1.3 billion parameters on its cell phone, demonstrating its technical level in the field of artificial intelligence.[60] In addition, Xiaomi has also achieved a major breakthrough in folding screen phone technology, such as the Xiaomi MIX Fold 3 folding screen phone in terms of endurance and image performance.

Xiaomi also focuses on ecological chain construction, forming a huge

ecosystem by investing in and incubating a series of intelligent hardware enterprises, and these ecological chain products can be interconnected, building a complete intelligent life scene. This ecological chain strategy not only enriches Xiaomi's product line, but also improves the overall user experience.

Although Xiaomi still has gaps in certain areas such as operating systems and artificial intelligence, and needs to continue to invest in research and development to improve its technological strength, overall, Xiaomi, as a technology company founded less than a decade ago, has already achieved success in many areas and maintained its competitive advantage in the market through continuous technological innovation and product iteration.

## **SECTION 3. RECOMMENDATIONS FOR IMPROVING THE ATTRACTIVENESS OF XIAOMI CORPORATION FOR INVESTMENT AT THE INTERNATIONAL LEVEL**

### **3.1 Ways to increase the investment attractiveness of your business**

Ways to enhance the attractiveness of business investment can be approached from a number of perspectives, including policy support, market environment optimization, financial management and innovation strategies.

#### **1. Policy support and incentives.**

In the current economic environment, governments play a crucial role in promoting enterprise development. By formulating a series of policies in favor of enterprises, the government can not only help enterprises reduce operating costs and improve profitability, but also stimulate enterprises to carry out technological innovation and expand production scale, thus promoting the sustainable and healthy development of the whole economy.

First of all, the government can directly reduce the operating costs of enterprises by reducing or exempting taxes. This approach can increase the cash flow of enterprises so that they will have more funds for production expansion, innovative R&D or other business development. In addition, the government can further help enterprises reduce their production costs and enhance their competitiveness by, for example, providing support for raw materials.

Secondly, in order to encourage enterprises to engage in technological innovation and expand production, the government can provide a series of



development incentives. For example, financial subsidies and tax incentives can directly reduce the financial pressure on enterprises, giving them more incentive to invest in R&D and market expansion. At the same time, the government can also set up specialized R&D financial support programs to provide financial support to enterprises to help them overcome financial bottlenecks in the process of technological innovation.

Finally, the government can also enhance the investment attractiveness of enterprises through public investment. For example, investing in human capital can improve the skill level of the labor force and provide enterprises with more high-quality talents; investing in technical education can promote technological innovation and knowledge dissemination and provide enterprises with strong technical support; and investing in infrastructure construction can improve the operating environment of enterprises, reduce logistics costs, and improve production efficiency.

In short, the government has a variety of means and ways to promote enterprise development. By formulating enterprise-friendly policies, providing incentives for development, and making public investments, governments can effectively reduce the operating costs of enterprises, improve their profitability, and promote technological innovation and expansion of their production scale.[61] These measures contribute not only to the rapid development of enterprises, but also to the sustained and healthy development of the economy as a whole.

## 2. Optimize market environment and supply chain management.

In today's globalized economic environment, the market competitiveness of

enterprises depends not only on product quality and price, but is also significantly affected by logistics costs, production efficiency and the ability to acquire market information. Therefore, in order to enhance the market competitiveness of enterprises, it is necessary to improve and upgrade in the following aspects.

First of all, improving logistics and transportation support policies is an effective way to reduce the logistics costs of enterprises in the sales chain. The government can encourage logistics enterprises to improve transportation efficiency and reduce transportation costs through tax cuts, subsidies and other measures. In addition, the construction of modern logistics infrastructure, such as highways, railroads, ports and so on, is also an important means to improve logistics efficiency and reduce logistics costs. Through these measures, enterprises can save a lot of logistics costs and improve the market competitiveness of their products.

Secondly, production efficiency and product quality can be significantly improved through intelligent manufacturing upgrading. With the rapid development of science and technology, intelligent manufacturing technology has been widely used in various industries. Through the introduction of advanced intelligent manufacturing equipment and technology, enterprises can realize the automation and intelligence of the production process, improve production efficiency and product quality, and reduce production costs. In addition, intelligent manufacturing can also help enterprises achieve personalized customization, flexible production, etc., to meet the diversified needs of the market and enhance the market position of enterprises.

Finally, a sound market information platform is established to provide investors with transparent market data and analysis reports, helping them better understand

market dynamics and enterprise potential. The market information platform can integrate all kinds of market information, including industry dynamics, policies and regulations, and enterprise operating conditions, to provide investors with comprehensive, accurate and timely information. In addition, the market information platform can also provide data analysis, report customization and other services to help investors better grasp market opportunities and reduce investment risks.

Therefore, by improving logistics and transportation support policies, upgrading and transforming intelligent manufacturing and establishing a sound market information platform, we can effectively improve the market competitiveness of enterprises and promote the healthy development of enterprises. The Government, enterprises and investors should work together to promote the implementation of these measures and achieve a win-win situation.

### 3. Financial management and transparency.

In today's competitive business environment, companies need to optimize their financial structure to ensure financial stability and profitability. This is not only the cornerstone of healthy growth, but also a key factor in attracting potential investors. To achieve this goal, companies must start from the following aspects.

First, the company should provide detailed financial information, including but not limited to financial statements, fund flow statements and operating results. This information should not only be accurate, but also transparent and easy to understand so that investors can easily access and assess the financial position of the company. By doing so, firms are able to increase investors' trust in themselves and thus build a good reputation in the capital market.

Secondly, companies need to develop investment plans with high returns and manageable risks. This means that companies should not only have a clear strategic plan, but also be able to show investors their specific path and strategy to achieve high returns.[62] At the same time, companies should provide clear expectations of investment returns and risk disclosure, so that investors can fully understand the risks and benefits they may face when making investment decisions.

Finally, companies should actively communicate with investors, regularly updating them on the progress of their business and financial position. This continuous communication can help investors better understand the operation of the enterprise, thus enhancing their confidence in the enterprise.

Through the above measures, enterprises can not only optimize their financial structure, but also attract more investors' attention and achieve sustainable development. In the future, enterprises should continue to pay attention to their financial situation, and constantly adjust and optimize their financial strategies to adapt to the changing market environment.

#### 4. Branding and Marketing.

In today's competitive marketplace, companies need to employ a variety of strategies to attract potential investors. Three of the effective methods are strong branding, utilizing social media and participating in industry events.

Strong brand building is one of the most important tools to attract investors. Companies can enhance the professional image of their brand by improving the quality of their products. High-quality products not only satisfy customers' needs, but also increase customer satisfaction and loyalty, thus strengthening customer

relationship management. In addition, companies can build a trustworthy corporate image by engaging in social responsibility activities, thus leaving a positive impression in the minds of investors.

Social media and online platforms are important channels for modern companies to showcase their value and potential. Enterprises can use these tools to share their company's success stories, innovations and future development plans, understand investors' needs and interests through big data analysis, and interact with them in a targeted manner, thus increasing their visibility and influence.

In addition, attending industry events, conferences and networking opportunities can be an effective way for companies to find potential investors. At these events, enterprises can exchange experiences with other enterprises in the same industry and learn about market dynamics, as well as connect with potential investors. Through these interactions, enterprises can not only increase their visibility, but may also obtain introductions and recommendations from investors, thus increasing their chances of financing.

In summary, strong branding, utilizing social media and participating in industry events are three effective strategies for companies to attract potential investors. Through these methods, companies can not only increase their visibility and influence, but also demonstrate their value and potential, thus gaining an advantage in a competitive market environment.

## 5. Innovation and Technology Adoption.

In today's fast-changing business environment, continuous innovation has become a key tool for companies to enhance their investment attractiveness. It is only

through the continuous introduction of new products and services that an enterprise can meet the ever-changing demands of the market and maintain a competitive edge.[63] In addition, the introduction of advanced production technologies and management methods, such as automation and robotization, can significantly improve productivity and reduce costs, thereby enhancing the profitability of an enterprise. Finally, by diversifying their businesses and reinvesting profits, companies can improve their long-term investment attractiveness and lay a solid foundation for future growth.

#### 6. Environmental and social responsibility.

In today's society, corporate social responsibility and sustainability are of increasing concern to investors. Therefore, promoting environmental protection projects, enhancing the appearance and uniqueness of the community, as well as participating in environmental protection and social welfare activities have become important means for enterprises to demonstrate their social responsibility and enhance investors' trust and confidence.

Enterprises can promote environmental protection projects by implementing a series of environmental protection measures, such as energy saving and emission reduction, and promoting the use of renewable energy. These measures not only help protect the environment, but also enhance the appearance and uniqueness of the community, making it a more livable place. In addition, enterprises can demonstrate their sense of social responsibility by participating in social welfare activities, such as subsidizing education and supporting medical services, to further enhance investors' trust and confidence.

Through these initiatives, companies can not only contribute to society, but also enhance their brand image and attract more investors to their social responsibility and sustainability. This not only contributes to the long-term development of the enterprise, but also positively contributes to the society.

Through these comprehensive measures in various aspects, enterprises can effectively enhance their investment attractiveness and attract more investors' attention and support, thus realizing stable development and sustainable growth.

### **3.2 Proposals to Enhance the Investment Attractiveness of Xiaomi**

Trying to improve the current investment attractiveness of Xiaomi can be done in the following ways:

1. Strengthen technological innovation and investment in research and development.

In today's era of rapid technological development, technological innovation and investment in research and development have become the key to maintaining the competitiveness of enterprises. For Xiaomi, these two points are especially important. In order to further enhance the competitiveness of its products, Xiaomi should continue to increase its technological research and development efforts, and form a solid technological barrier through continuous technological innovation. This will not only improve the performance and quality of products, but also create a unique competitive advantage in the market, thus steadily increasing profits.

In addition to increasing internal R & D investment, Xiaomi can also establish in-depth cooperative relationships with external research institutes, and accelerate its

own technological innovation with the help of external technological power. In this way, Xiaomi can better respond to market changes and quickly launch new products to meet consumer demand.

At the same time, Xiaomi needs to maintain a high degree of sensitivity to new technologies and keep up with the forefront of technological development. For example, in areas such as AIoT (Artificial Intelligence Internet of Things) and 5G, Xiaomi should actively lay out a plan to ensure that it stays ahead of the curve in the fast-changing market through technology integration and innovative applications. This will not only bring users a smarter and more convenient use experience, but also open up new market space and lay a solid foundation for Xiaomi's long-term development.

In short, through continuous technological innovation and R&D investment, as well as keen insight into new technology trends, Xiaomi can maintain its advantage in the fierce market competition and realize sustainable development.

## 2. Enriching product lines and improving product quality.

In today's era of rapid technological advancement, it is crucial for Xiaomi, a renowned tech company, to continuously enrich its product line and improve the quality of its products. This will not only help capture more market share, but also explore and fulfill the needs of potential customers, thus enhancing the competitiveness of the brand.

Imagine that in Xiaomi's flagship store, in addition to smartphones and TVs, you also see smart home products such as rice cookers, electric kettles and microwave ovens. These products not only use advanced technologies similar to



Xiaomi's phones and TVs, but also maintain Xiaomi's usual simple and stylish design. For example, the rice cooker can not only intelligently book the cooking time, but can also be controlled through the cell phone APP, so that you can enjoy delicious rice anytime, anywhere. The electric kettle, on the other hand, can precisely control the water temperature to meet your different needs such as making tea and coffee. The microwave oven, in addition to the basic heating function, also has a variety of modes such as intelligent defrosting and cooking, which greatly improves the convenience of life.

The launch of these new products not only enriches Xiaomi's product line, but also gives more consumers the opportunity to experience the convenience and intelligence brought by Xiaomi. At the same time, Xiaomi has spared no effort in improving product quality and design. Each product undergoes strict quality testing to ensure stable and reliable performance. In terms of appearance design, Xiaomi focuses on details and user experience, making its products not only powerful, but also impressive in terms of visual and tactile sensations.

Through these initiatives, Xiaomi has not only expanded its market share and won the trust and love of more customers, but also enhanced its overall brand image. In the minds of consumers, Xiaomi is no longer just a cell phone brand, but a comprehensive technology brand covering a wide range of smart products. This enhancement of brand image has brought broader market prospects and greater development potential for Xiaomi.

### 3. Optimize supply chain management.

In today's highly competitive smartphone market, supply chain management

has become one of the key factors for business success. For Xiaomi, it is particularly important to further strengthen its supply chain management capabilities. By reducing its reliance on outsourcing, Xiaomi can not only improve the control of product quality, but also enhance its responsiveness to market changes, so as to better satisfy consumers' needs.

In order to achieve this goal, Xiaomi should first establish a stable supply chain partnership. By establishing long-term relationships with high-quality suppliers, Xiaomi can ensure a stable supply of raw materials and components, thus avoiding production interruptions caused by supply chain problems.[64] In addition, through close cooperation with suppliers, Xiaomi can also keep abreast of the market dynamics, and quickly adjust the product strategy to respond to market changes.

In addition, Xiaomi should also strengthen internal supply chain management. By optimizing the production process and inventory management, Xiaomi can improve production efficiency and reduce costs. At the same time, strengthen the control of product quality to ensure that each product can meet the high expectations of consumers. On this basis, Xiaomi can also improve its ability to respond to market changes by establishing a rapid response mechanism, so as to be invincible in the highly competitive market.

In short, by further strengthening its supply chain management capabilities, Xiaomi can improve its product quality control and speed up its market response, thus gaining a greater competitive advantage in the smartphone market.

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## 5. Expanding international markets.

With the deep integration of the global economy, the international market has

become a strategic location that cannot be ignored by major enterprises. For tech giant Xiaomi, continuing to push forward its globalization strategy, especially its deep cultivation in emerging markets, is the key to its sustained growth.

Take India as an example, a country with the world's second largest population, its market demand has huge potential. Xiaomi's strategy in India is a two-pronged approach, on the one hand, through the establishment of offline physical stores, so that consumers can directly experience the product, on the other hand, the use of online e-commerce platforms, to achieve the digitalization and convenience of sales. This model not only enhances the brand stickiness of “Mi fans”, but also promotes the local consumption upgrade.

In addition, Xiaomi should also pay attention to other emerging markets, such as Southeast Asia, Africa and Latin America and other regions. Through in-depth understanding of the consumption habits and needs of these markets, Xiaomi can customize its products and services to better meet the needs of the local market, thus reducing its dependence on a single market and diversifying market risks.

Xiaomi's globalization strategy not only contributes to the sustained growth of its business, but also serves as a commitment to consumers around the world: by providing high-quality, cost-effective products, consumers around the world can enjoy a better life brought about by technology.

## 6. Diversified means of financing.

In the current market environment, enterprises need to have diversified financing means to cope with changing market demands and risks. As a globally recognized technology company, Xiaomi Group has adopted a variety of channels

and means in financing to ensure the company's sound development and continuous innovation.

Xiaomi Group has obtained substantial financial support in the capital market through stock issuance. This approach has not only increased the company's visibility, but also enhanced its capital strength. In addition, Xiaomi also finances itself through the issuance of bonds, which is a less expensive way of financing compared to stock issuance and also ensures the control of the company.

In addition to stock and bond issuance, Xiaomi has also established cooperative relationships with a number of banks to obtain financial support through bank loans. This method is flexible and convenient, and can meet the company's short-term and long-term capital needs. At the same time, Xiaomi is also actively exploring cooperation with other financial institutions to obtain more financing channels.

It is worth mentioning that Xiaomi also tries to obtain financial support from consumers through crowdfunding platforms. This approach not only allows consumers to directly participate in the product development and production process, but also provides the company with market feedback to help it better meet consumer demand.

In short, through diversified financing means, Xiaomi Group has not only diversified its financing risks, but also obtained more financing channels, providing strong support for the company's sustainable development. In the future, Xiaomi will continue to explore more financing methods to adapt to the changing market environment.

## 7. Focus on synergistic development of eco-chain companies.

In today's era of rapid technological development, the synergistic development of ecological chain enterprises has become an indispensable part of promoting industrial upgrading and innovation. Xiaomi, a company that started with smartphones, has expanded into a variety of smart hardware and electronic products. Xiaomi's success lies not only in its core products, but also in the ecosystem built around its core products. By investing in and incubating eco-chain companies, Xiaomi has not only enriched its product line, but also enhanced its brand competitiveness and market share.

Xiaomi's eco-chain strategy mainly includes the following aspects: first, branding, Xiaomi provides its eco-chain enterprises with a strong brand endorsement, which not only helps to enhance the popularity of the startups, but also enables its products to be accepted by the market more quickly. Secondly, supply chain management, Xiaomi uses its advantages in the supply chain to help eco-chain enterprises optimize the production process, reduce costs and improve efficiency. The second is channel and platform support, Xiaomi through its own sales channels and e-commerce platform, for ecological chain enterprises to provide a broad market space, so that their products can quickly reach consumers.

However, investing in and incubating ecological chain enterprises is not without risk. Xiaomi needs to conduct strict risk assessment and monitoring of the startups it invests in to ensure that they can develop healthily and will not adversely affect Xiaomi itself. This includes the examination of the investee's financial situation, market prospects, management team and other aspects. In addition, Xiaomi also needs to pay attention to the innovation ability and technological strength of

ecological chain enterprises to ensure that their products can continue to meet market demand and remain competitive.

In short, by investing in and incubating eco-chain enterprises, Xiaomi can not only enrich its product line and enhance its brand influence, but also promote the synergistic development of the whole industry to achieve a win-win situation. In the future, Xiaomi should continue to strengthen its investment in ecological chain construction, and constantly optimize its investment strategy to bring more high-quality, intelligent products to consumers.

#### 8. Enhance user experience and service quality.

In today's era of rapid technological development, the smartphone and smart device market is becoming increasingly competitive. Users' expectations of products are also rising, and they are no longer satisfied with basic functional requirements, but rather pursue a more efficient, convenient and personalized user experience and service quality. For tech giant Xiaomi, continuously optimizing user experience and service quality is a key strategy to enhance brand competitiveness and expand market share.

Xiaomi has always been committed to improving user experience through innovation. From the hardware design to the software interface, every detail is carefully polished to meet users' dual needs for aesthetics and practicality. For example, the MIUI system of Xiaomi's cell phones is loved by users for its simplicity, smoothness and high customizability. At the same time, Xiaomi continues to introduce innovative features, such as full-screen design, super-fast charging technology, and intelligent voice assistants, aiming to provide users with a more

efficient and smarter experience.

In addition to the quality of the products themselves, Xiaomi also focuses on improving the quality of its services. Xiaomi Home, as its offline experience store, not only provides users with a place to experience the products firsthand, but also provides a platform for interaction and learning. Users can get professional advice and demonstrations here on how to better utilize Xiaomi products to improve their quality of life. In addition, Xiaomi also collects user feedback through social media, online forums and other channels to keep abreast of user needs and pain points and continuously optimize its products and services.

In the process of improving user experience and service quality, Xiaomi also focuses on enhancing user engagement and retention. By organizing a variety of online and offline activities, such as photography contests and fan parties, Xiaomi makes users feel that they are part of the brand family, which enhances their brand loyalty. At the same time, Xiaomi also incentivizes users to continue to participate through the points system and membership benefits, thus increasing the retention rate of users.

In short, by continuously optimizing user experience and service quality, Xiaomi is not only able to further consolidate its competitive advantage in the smart device market, but also able to create more value for users and achieve long-term brand development. In the future, Xiaomi should continue to pay attention to the changes in user needs, continue to innovate, and provide users with more quality products and services.



### **3.3 Key impacts of the adoption of the recommended metrics on corporate indicators**

By implementing the above observations and recommendations, the small implementation of these strategies will inevitably have an impact on the future development of Xiaomi. This can be summarized as follows:

#### **1. Enhancing the impact of technological innovation and R&D initiation**

❖ Enhance market confrontation: continuous technological innovation and R&D investment will help Xiaomi to maintain the launch of technology position leading in the field of smartphones, Internet of Things (IoT) and 5G, firstly, to enhance the confrontation of products, especially in the market layout. In addition to differentiated technology products, Xiaomi will not only be able to increase market share, but also bring higher profits for the company.

❖ Increase brand premium: innovative technology can enhance the added value of millet products, so that the brand has a stronger premium ability. Consumer demand for smart hardware and smart home products will drive Xiaomi's growth in multiple market segments, thus enhancing the overall brand image.

#### **2. The impact of a rich product line and improved product quality**

❖ Expanding market contribution: through a rich product line, Xiaomi can meet the consumption needs of different consumers and expand the market coverage of its products. The launch of products such as smart home and wearable devices can not only increase sales, but also enhance the brand's comprehensive competitiveness force, break the practice of a single product line,

and improve the overall market performance.

- ❖ Strengthening brand image: improving product quality and appearance, especially focusing on user experience and feelings, can further enhance Xiaomi's brand image. Consumer recognition of quality products will bring more brand loyalty and consolidate Xiaomi's leadership in the field of brand image on smart products.

### 3. Optimizing the impact of supply chain management

- ❖ Enhance operational efficiency: optimizing supply chain management can improve production efficiency and reduce costs, while reducing supply chain risks and improving overall operational efficiency. This will enable Xiaomi to have stronger cost control ability in the market and competitive advantage in price competition.

- ❖ Enhance response speed and flexibility: after strengthening the management of the supply chain, Xiaomi is able to respond more flexibly to changes in market demand and improve its response speed to changes in emerging markets, thus ensuring that its products can adapt to market trends in a timely manner and reduce market risks.

### 4. Strengthening the impact of branding and marketing communications

- ❖ Enhance brand recognition: strengthening brand building and marketing promotion will help enhance Xiaomi's brand recognition in the global market and attract more potential consumers and consumers. Xiaomi will no longer rely on the product itself, but through enhanced way brand value to attract consumers and increase brand premium.

- ❖ Increase market share: through precise marketing and increased brand exposure, Xiaomi is able to better penetrate new markets, especially emerging markets and market segments, and further increase its market share.

#### 5. Impact of expanding international markets

- ❖ Reducing market dependence: by expanding its international markets, especially in emerging markets such as India, Southeast Asia and Africa, Xiaomi is able to reduce its dependence on a single market and diversify its risks. A wider international layout can allow Xiaomi to gain more growth opportunities globally.

- ❖ Increase revenue sources: the expansion of international markets will bring new sources of revenue for Xiaomi, as well as enhance the company's contribution and influence in the global market, providing investors with the potential for higher returns.

#### 6. Impact of comfort financing instruments

- ❖ Optimization of funding structure: By being sure of its financing means, Xiaomi is able to manage its funding structure more flexibly and reduce the risk of a single source of financing. This can provide sufficient financial support for the company's R&D, international expansion and technological innovation programs.

- ❖ Enhance market attractiveness: Through successful financing methods, Xiaomi is able to enhance the attractiveness of the capital market, attracting more investors' attention and participation, further increasing the company's market capitalization and driving up the capital stock price.

#### 7. Focus on the harmonious development impact of ecological chain

enterprises

- ❖ Strengthening the product ecosystem: by investing in and incubating eco-chain companies, Xiaomi is not only able to expand its rich product line, but also form a strong product ecosystem, provide more comprehensive customized solutions and enhance user stickiness. This helps enhance the company's market position in the smart hardware sector.

- ❖ Innovation and benign effect: Xiaomi will be able to accelerate the promotion of technological innovation, optimize the allocation of resources and enhance production efficiency through the benign development with ecological chain enterprises, as well as enhance the innovation ability and competitiveness of the entire industrial chain, which will ultimately promote the overall growth of the enterprise.

#### 8. Impact of improving user experience and service quality

- ❖ Enhance customer loyalty: Optimizing user experience and service quality, especially in after-sales service and customer support, will maximize customer brand loyalty. A good user experience leads to positive word of mouth, which increases new customer acquisition as well as presenting a repurchase rate of existing customers.

- ❖ Enhance market points: good user experience feedback on social media and online platforms will further enhance Xiaomi's brand points and attract more attention and purchase from potential consumers.

## CONCLUSIONS

This thesis focuses on the core topic of “corporate investment attractiveness”, and through a combination of theoretical construction and empirical analysis, the investment attractiveness of Xiaomi in the international market is discussed in depth. The study aims to reveal how Xiaomi stands out in the international arena by virtue of its unique competitive advantages, and to provide effective strategies for enterprises to enhance their investment attractiveness.

First, in the theory construction section, we establish a multidimensional analytical framework that clarifies the definition of investment attractiveness, its importance and its influencing factors. This framework provides a solid theoretical foundation for the subsequent case study of Xiaomi, enabling us to systematically assess Xiaomi's performance in multiple dimensions, including finance, market, technology, and brand.

Through the empirical analysis of Xiaomi, we find that it has demonstrated significant investment attractiveness in the international market. Xiaomi has successfully attracted the attention of global investors by virtue of its outstanding financial performance, continuous technological innovation, strong brand influence, and effective market strategy. These advantages have not only brought Xiaomi a stable source of funding, but also laid a solid foundation for its expansion in the global market.

On this basis, we further propose a number of strategies to enhance the company's international investment attractiveness. These strategies include

optimizing the policy environment, improving financial management and transparency, strengthening brand building, sustaining technological innovation, and fulfilling environmental and social responsibilities. We believe that the implementation of these strategies will help enterprises maintain their competitive advantages and achieve sustainable development in the context of globalization.

In a nutshell, this thesis not only deeply analyzes the investment attractiveness of Xiaomi in the international market, but also provides an effective path for enterprises to enhance their investment attractiveness. Our findings show that in order to succeed in the global market, enterprises must focus on the optimization of their own conditions and the adaptation of the external environment. In the future, with the deepening of global economic integration and increasingly fierce market competition, enterprises need to pay more attention to the enhancement of investment attractiveness in order to cope with the changing market environment. The research results of this thesis will provide an important reference for enterprises to make strategic decisions in the context of globalization.

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