



اُونِيُوَرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

KHIND
Delivering Happiness

COMPANY ANALYSIS

KHIND HOLDING BERHAD

TECHNOLOGY ENTREPRENEURSHIP ENT600: CASE STUDY

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PROJECT TITLE	CASE STUDY OF PRODUCT KHIND HOLDING SDN. BHD.
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EXECUTIVE SUMMARY

Gas Stove with 2 burners is are still the most popular choice for cooker hobs even with the introduction of inductions cookers. Cooking by gas is convenient and also cost-efficient. All you need is a gas line or a gas cylinder, and you'll be able to whip up all sorts of delicious dishes. Khind Holdings Berhad was established in year 1961. The founder of Khind Holdings Berhad was Cheng King Fa who started a modest business in Sekinchan trading electrical goods and has since grown to become the largest manufacturing plant in Sekinchan, Selangor. The company is one of the firms that produces products that can aid with household operations more effectively. One of the products is infrared gas stove with 2 burners using by society for daily use.

However, after doing analysis of the product, the Khind IGS1515 Infrared Gas Stove with 2 Burner has several problems. The first problem is this product has high risk to consumers. The second problem is there will cause high cost to society. The last problem is the gas stove always be messy by the users. Therefore, there are three suggested alternatives for all the problems. Next, product creation for the induction stove is the first option. The second alternative to the electric stove is the production of this product. The last solution is to maintain the level of maintenance to deter users from facing the same problem. All the alternative can help Khind company to improve their products' quality and increase customers' satisfaction.

Based on the finding and discussion that have been obtained, there are several recommendation and improvements that can be proposed for the better result in the future. The main of recommendation and improvements is developing gas stove with 2 burners to induction stoves. Induction stoves were mostly popular in Asia and Europe, but Americans are becoming more conscious of the advantages of an induction cooker today and their prices are also declining, making them more affordable to customers.

1.0 INTRODUCTION

1.1 BACKGROUND STUDY

Gas Stove with 2 burners is are still the most popular choice for cooker hobs even with the introduction of inductions cookers. Cooking by gas is convenient and also cost-efficient. All you need is a gas line or a gas cylinder, and you'll be able to whip up all sorts of delicious dishes. Furthermore, the first gas stoves were developed in the 1820s and a gas stove factory was established in England in 1836. This new cooking technology had the advantage of being easily adjustable and could be turned off when not in use. However, gas stoves also tend to be a tad messy for they come with metal grates which are positioned right over the burners. And the vessel is placed on top of the burners, and when the food spills, which it inevitably does, it falls right on the metal grate and sometimes, on the burner as well. This product became wieldier when the oven was integrated into the base and the size was reduced to better fit in with the rest of the kitchen furniture.

1.2 PROBLEM STATEMENT

The use of this gas stove with 2 burners can be say outdated because most consumers prefer induction stove for their daily use. The induction cook top works out to a lesser rate than a gas stove, moreover, with an induction cook top you would not be utilizing any fuel other than electricity to power it up. Gas stoves also give the high risk to the users compared to the induction stove.

1.3 PURPOSE STUDY

The purpose of this study is to enhance and improve the quality of gas burner in term of quality of cooked food, reduction of gas costs, and reduced high risk to consumers.

2.2 ORGANIZATIONAL STRUCTURE

Board of Directors:

En. Kamil Bin Datuk Haji Abdul Rahman

Chairman / Senior Independent Non-Executive Director

Mr. Cheng Ping Keat

Executive Director / Group Chief Executive Officer

Mr. Wong Chin Mun

Independent Non-Executive Director

Mr. Lee Ah Lan @ Lee Keok Hooi

Independent Non-Executive Director

2.3 PRODUCT/SERVICES

Khind Holdings Berhad is a manufacturer and dealer of electrical equipment for home use and commercial electrical enterprises. The company offers a wide variety of electrical appliances for home appliances under the Khind name, from fans, ovens, rice cookers and gas stoves to small home kitchen appliances. In 2001, 2002, 2003, 2004 and 2010, Khind has received many awards, showing that Khind 's products are also on par with other foreign producers of electrical equipment such as Sony.

Product that I want to do research is Khind Infrared Gas Stove with 2 Burner. Model of this product is IGS1515. Pattern and colour for this gas stove is white and patterned uneven surface. Khind IGS1515 Infrared Gas Stove with 2 Burner have use 2 chamber to facilitate users and speed up the cooking process. This product also works well in windy condition and spillage would not put out its flame easily. Moreover, this gas stove use Enamel stand so that will no blacker soot at bottom of utensils. Lastly, consumers also will get benefit such as save gas and energy.