



## COMPANY ANALYSIS:

# KHIND HOLDINGS BERHAD

### TECHNOLOGY ENTREPRENEURSHIP ENT600: CASE STUDY

<b>FACULTY &amp; PROGRAMME</b>	<b>: SPORTS SCIENCES AND RECREATION RSR 2415A</b>
<b>SEMESTER</b>	<b>: SEMESTER 5</b>
<b>PROJECT TITLE</b>	<b>: CASE STUDY KHIND HOLDING</b>
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## ACKNOWLEDGEMENT

First, I would like to thank ALLAH S.W.T and His messenger, Prophet Muhammad S.A.W. This is because of His blessings; it makes me possible to finish this case study report on time. I had finally managed to finish up this report with determination and a lot of patience. All the time spent to do research and discussion as well as justifying some theoretical clues in order to drive the output was worth my effort and time, Insyah-Allah.

In addition, I would like to acknowledge the individuals who guided me in making this case study report and managed to finish it on time. Firstly, I would like to thank to my lecturer, DR ATHIFAH NAJWANI BT HJ SHAHIDAN. He had guided me on how to complete this project and he also helped in assist to do some research in choosing the company.

Next, I would like to thank to all of my friends who had helped and shared their ideas. They also gave me supports and some advices to make sure my project completed within the dateline. Lastly, I also want to thank to my parents and relatives who always prayed well for me and giving their time to hear my problem beside that gives their support and some advices.

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## EXECUTIVE SUMMARY

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. Driven by his clear vision, the business flourished and in the late seventies, developed to include the manufacture of electrical accessories and lamps. The next decade witnessed Khind's increasing venture into the export market. The objectives of this study analyses the problems faced by khind Holdings Berhad and provide better solutions to the problem and to suggest a recommendation to the company in order to improve them company in the future.

After doing company analysis, the important problems founded about the Khind vacuum cleaner is this vacuum have lack of battery life. Therefore, this study comes out with three alternatives. There are three alternatives that can be used to solve battery life problems is Comes with two batteries. Making this product comes with two batteries, which is useful if you clear a wide area. The second alternative is II. Use solar energy. You can replace the battery with solar usage to avoid battery problems on your vacuum. The last alternative is adding Automatic Charging. Thus, this study come out with a recommendation to choose one of the alternatives. This study suggested to come out with automatic charging. The vacuum has an automatic recharge when battery is low feature that ensures the battery is not too low, and it will move to its charging dock automatically.

## 2.3 Product / Services

Khind Holdings Berhad is a producer and marketer of home consumer electrical appliances and industrial electrical company. The company produces a wide range of home consumer electrical appliances ranging from fans, emergency lanterns, rice cookers and steamers, to small home kitchen appliances under the Khind and Mistral brands, and is also the official marketing company for international brands such as Ariston (Home water heating equipment) Honeywell, Mistral (air cooling devices) in Malaysia.

Product that I want to do research is KHIND Cordless Vacuum Cleaner. Model of the vacuum is VC9691. Color for this vacuum model is white. This is the latest model produced by Khind. Cordless Vacuum Cleaner VC9691 have 100w of power. With the power of 100w it produces enough energy to the vacuum motor. The stronger the motor, the greater the difference in pressure and therefore more power vacuum and airflow. Moreover, this vacuum using the battery type Lithium Ion Battery Pack. The use of these batteries has the advantages of high energy density and potential for yet higher capacities.

Next, this vacuum use filtration type HEPA Filter. "HEPA" stands for "high-efficiency particulate air" (filter). Sounds complicated, but HEPA filters are not fancy. What's important about HEPA filters is they're incredibly effective at capturing almost every size of particle. They can capture viruses, bacteria, pollen, allergens, and more. Gross weight for this product is 4.0kg and net weight is 3.5kg.

This vacuum has 3 Speed Modes like (Hi / Mid / Low). Therefore, users can change the speed of a vacuum either at high speed or low speed in accordance with the appropriate environment. Charging Time for this vacuum around 4-5 Hours. It may take a long time to charge up fully for the frequent use of using this vacuum. In addition, running time approximately is 42 min on low speed mode. For some users, running time approximately is 42 min on low speed mode may cause some problems. There are some users want to use this vacuum in a high speed and in a long time. this will cause the user cannot use vacuum in a long time and do not get satisfaction in this vacuum.

## 2.4 Technology

KHIND Cordless Vacuum Cleaner VC9691 using several technologies to ensure that the product is able to compete with other products. In addition, using this advanced technology can improve the performance of a product.

Technology that has been used is HEPA Filter. HEPA is an acronym for high-efficiency