



اَبُو سَيِّدِي تَكُونُ لَوِي كِي مَارَا
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TEKNOLOGI
MARA

ENT600 TECHNOLOGY ENTREPRENEURSHIP

CASE STUDY

PRODUCT ANALYSIS OF KHIND

ELECTRIC IRON



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EXECUTIVE SUMMARY

This assignment is to identify the problem with the product. The company I chose is Khind company. Out of their range of products, I have chosen the Electric Iron EI228T to do my analysis. In this case study, I have done the SWOT analysis to identify the strength, weaknesses, opportunities, and threats of the Electric Iron EI228T. The main problem I identified on this Electric Iron EI228T is water always drips out of the soleplate of the iron. Based on the problem, I can find the best solution which is the steam iron must have a self-cleaning function that cleans out any build up with a strong blast of steam and can prevent from dripping.

1.3 Products and Services

1.3.1 Products

Khind company offers variety of electrical appliances. There are 8 main groups of the products which are cooling and air movers, small appliances kitchen, large appliances kitchen, home appliances, electrical accessories, personal care appliances, spare parts and others. They develop products that are affordable, reliable and trendy to give the consumers the best value for money, maintaining top performance always with a touch of trendiness.

1.3.2 Services

- *Authorised Service Centre*

The customer will be notified if Khind concludes that the claim is not covered under the warranty for whatever reason. If the customer authorises Khind to repair a product that is not covered by warranty, the customer is responsible for all costs associated with the repair and return of the device, including parts, shipping, and labour.

- *Product Warranty*

If the customer requires service assistance, they can contact the Customer Careline at 1300 8000 32. All the customers must provide full details of the product model number and serial number, date of purchase and proof of purchase or warranty card and a brief description of the defect or query.

1.4 Technology

KHIND is one of Malaysia's most successful homegrown electrical home appliances manufacturers, with products that include a variety of general fans and small kitchen appliances under the 'KHIND' and 'Mayer' brands, as well as the air-moving category of home consumer appliances under the 'Mistral' brand. KHIND is also one of the most successful homegrown electrical home appliances manufacturers in Malaysia and