



اَوْبُونِ سَيِّتِي تَيْكُونُ لَوْ كِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**KHIND**  
Delivering Happiness

COMPANY ANALYSIS

**KHIND HOLDINGS BERHAD**

TECHNOLOGY ENTREPRENEUR (ENT600): CASE STUDY

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## **EXECUTIVE SUMMARY**

This case study will elaborate on the introduction to the company that is selected to study the complexities in business sector of home appliances products, which is KHIND. The issues and problem statement of current products, specifically hair dryer will also be stated in the case study. And finally, the expectation of the future of the product will also be discussed thoroughly.

Based on the issues and problems stated, a careful findings and discussion will be made in the case study. We are also required to provide alternative solutions to the problems stated in the earlier phase of understanding the complexities of conduction business of home appliances products and services.

## Products

Khind has a wide range of items that may be classified into seven categories. There are more than two subcategories with various items in each category. Here are some of Khind's best-selling items.

Category of product	Name of product	Description
Small kitchen appliance	<p><u>Oven</u></p>  <p>Khind 22L Electric Oven OT2201</p> <p><u>Food Chopper</u></p>  <p>Khind Multifunctional Food Chopper BLC99</p>	<p>An electric stove or electric range is a stove with an integrated electrical heating device to cook and bake.</p> <p>A utensil that is typically a self-contained unit to hold food while a spring-loaded mechanism with blades chops the food beneath. Most often round in shape, a food chopper will have a handle, which works as a plunger connected to a set of evenly spaced metal chopping blades</p>