



اَوْنُوْ سِيْتِي تِي كُو لُو 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 subject is an attempt for student to know how to understand and study the business theory of a certain company that can be put into practical situation. Hence as for me I was giving an opportunity to study on the business theory and rules which run an electrical and electronic appliances manufacturer product which is Khind Holdings Berhad company based in Malaysia.

In the first section, I need to study on the purpose of this case study and the problem statement faced by this company. Next section, I was giving a task to study on their company background and choose a product from their company and figure out on how the product works in term of technology parts. Plus, I also collect the information on how KHIND dealing and manage their business strategy in achieving their business goals and perform an effective management. Most information I collected from their company's website and few secondary sources as well to supports all the facts.

In this case study, I analyzed the strength, weakness, opportunities and threats of this company in real business using SWOT analysis. Thus, in the last section I was given to come out with few solutions that can overcome or improve the need and demand from consumers.

2.3 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>* Stock Limited * Khind 22L / 25L / 30L / 52L / 68L Electric Oven OT2201/ OT2502 / OT3005 / OT5205 / OT6805 Khind.</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>
Cooling & Air Mover	<p><u>Table Fan</u></p>  <p>12" Table Fan</p>	<ul style="list-style-type: none"> -High performance motor -High air delivery -Transparent plastic blade -Reinforce safety fan guard -3 speed selection -Free neck vertical adjustment -Build-in safety thermal fuse