



اَوْنِيُوْ سِيْتِي تِي كُوْلُوْ كِيْن مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**FACULTY OF APPLIED SCIENCE**

**DIPLOMA IN INDUSTRIAL CHEMISTRY**

**AS115**

**FUNDAMENTALS OF ENTREPRENEURSHIP**

**ENT 300**

**CASE STUDY**

**MAC 2020 – JULY 2020**

**KHIND HOLDINGS BERHAD**

**PREPARED FOR:**

**MISS ZULAIHA BINTI AHMAD**

**PREPARED BY:**

**MUHAMMAD ANIQ TAQUIDDIN BIN RAHMAT**

**2018214268**

## TABLE OF CONTENT

No	Titles	Page number
	LETTER OF SUBMISSION	1
	TABLE OF CONTENT	2
	EXECUTIVE SUMMARY	3
1	Business Description	
	1.1 History of business	4-5
	1.2 product Offer	6
2	Entrepreneur Characteristic	7-9
3	Appendix	10-11

## **EXECUTIVE SUMMARY**

**Name of company:** KHIND HOLDINGS Berhad. The founder of Khind Holdings Berhad was Cheng Fing Fa. Khind Holdings was established in year 1961 in Sekinchan

**Product offer:** Product offer by Khind Holding are the variety of general fans and small kitchen appliances under Khind and Mayer brand. Besides, air-moving category of home consumer appliances under the 'Mistral' brand.

**Duration in Industry:** Khind Holdings berhad was founded in year 1961 so the duration of this company in industry are almost 60 years. With a lot of experience in industry, without no doubt why Khind Holdins Berhad can produce many types of variation fan and others electrical stuffs.

**Benefit of compony Products:** the benefits of this compony of course at first it is a local product. Second, the quality from this compony are likely an international product such as Panasonic. Third, the price offered by this compony are affordable

## 1. BUSINESS DESCRIPTION

### 1.1. History of business

Khind Holdings Berhad was established in year 1961. The founder of Khind Holdings Berhad was Cheng King Fa. 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.

It has since grown in leaps and bounds, with business operations throughout Malaysia, Singapore, Hong Kong, Fushan in China and Dubai for the Middle East and African markets. The manufacturing plant in Sekinchan also serving as a warehouse and manufacturing facility and a logistics gateway for the brand.

Name of company: KHIND HOLDINGS Berhad

Address : No. 2, Jalan Astaka U8/82, Bukit Jelutong, 40150 Shah Alam,  
Selangor

No Telephone : 1-800-88-0032

Shares Khind-Mistral (M) Sdn Bhd marketing general manager Albert Tan said that Khind-Mistral Malaysia is a strategic unit of Khind Holdings, a public-listed company. Khind-Mistral also accounts for a third of the group's revenue and Khind is proud to profess that we have more than 800 employees in the Khind family in the 11 branch offices in Malaysia and a manufacturing plant. While a company and its products may be important, Khind recognises the fact that it is the people who matter most. With that, the company has come up with a spectacular approach in celebrating its 55 years in the market by "delivering happiness". The company mission to make the employees feel like a family because they believe a good work rate employee come from an employee with a good mood.

Then, Khind's manufacturing expanded to include fans and other household appliances and by the turn of the millennium, the Group was distributing audio-visual products and white goods. Today, the Khind Group, which was listed on the KLSE on 12 August 1998, manufactures and distributes world-class electrical home appliances across Malaysia and exports to over 50 countries worldwide.

## Several type of Khind products



Multi air fryer oven

Mist fan

Robotic vacuum

Oscillation fan

## Achievement of Khind Holdings Berhad

