



اُنِيُوَرْسِيْتِي تِيكْنُوْلُوْجِي مَارَا
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BUSINESS MODEL CANVAS

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KHIND HOLDINGS BERHAD

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1. INTRODUCTION

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.

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.

KHIND Holding is expert in produce supply electricity for a household appliance. Products like kitchen appliances, and general fan are most popular product from this brand. Almost all the Malaysian people use their product because this is Malaysian brand. People like their product because their product has a good quality like an international product like Panasonic and Samsung. People also can have this with a more affordable price than another brand. This brand also is easy to find in the electrical supply shop around our country because

2.2.2. COURIER SERVICE

Courier service will take big part in this process. They will be mostly busy because people will likely to choose courier service to buy an item. So, the partnership with them will become a benefit between KHIND Company and them. Especially, in a period where people only need to stay at home like Covid-19 pandemic. There are many courier services in Malaysia like POSLAJU NATIONAL COURIER and J&T EXPRESS.

2.3. KEY ACTIVITIES

key activities will take a part in implementing the value of the company. The activities decided by the company will decide which is the activities will become a benefit or worst.

2.3.1. MADE SOME DONATION AND CHARITY

In 2011, KS Chan, GM of Khind Allience took a day off to visit his old school in Ipoh which he has not visited for more than 30 years. Then, Lona took the opportunity during Hari Raya holiday to give back to her school. She presented the books to her. These kinds of activity will attract more customer because of the kindness from this company.

2.3.2. OVERSEAS EXPANSION

In the first quarter ended March 31, 2017, overseas sales accounted for 55% of the groups. KHIND currently exports its products to over 50 countries. West Asia, Europe and Asia Pacific are its major markets. This fact show that Khind Holdings Berhad are very committed to expand their business to the world.

2.4. VALUE PROPOSITION

The Business Model Canvas value proposition provides a unique combination of products and services which provide value to the customer by resulting in the solution of a problem the customer is facing or providing value to the customer.

2.5.2. SOCIAL MEDIA

Social media will become a major part in the customer relationship. This is because people nowadays more attract in using a social media app like Facebook and Instagram in their daily life. KHIND will take this action as an advantage to become more known-well company by post some picture or giving an update about our company. People out there will likely to know our company by visiting our company's profile or follow us in social media. This is a great opportunity for us to stay keep in touch with the customer and people in an online way. KHIND social media account are khindmalaysia for Instagram account and Khind Malaysia for Facebook page

2.6. KEY RESOURCE

Key resources are about the resources are needed to create value for the customers. This process will consider the assets and needed to sustain and support the business.

2.6.1. MATERIAL OF THE PRODUCT

Khind are really concern about the reliability of their product. the type of material of each product from KHIND brand are very important. Engineering of Khind brand are using the raw materials such as copper, plastic, metal. It is because to make sure KHIND product are very strong and can use constantly.

2.6.2. DESIGN OF THE PRODUCT

People nowadays are very about the design of the product. KHIND are really concern about that to make sure KHIND brand are always being number one in electrical industry. Consumers nowadays wants something new and up to date pattern. Therefore, KHIND produced many types of electrical appliance with several choice of patterns and suitable friendly colours.