



KHIND
Delivering Happiness

COMPANY ANALYSIS

KHIND HOLDINGS BERHAD

TECHNOLOGY ENTREPRENEURSHIP ENT600: CASE STUDY

FACULTY & PROGRAMME	SPORT SCIENCE AND RECREATION
SEMESTER	5
PROJECT TITLE	CASE STUDY OF KHIND HOLDINGS BERHAD
NAME	MOHAMAD JIWA BIN ZULKIFLI (2018222916)
LECTURER	DR. ATHIFAH NAJWANI BINTI HJ SHAHIDAN

TABLE OF CONTENT

TITLE	PAGE
TABLE OF CONTENT	i
LIST OF TABLES	ii
LIST OF FIGURES	iii
EXECUTIVE SUMMARY	iv
1.0 INTRODUCTION	
1.1 Background of Study	1
1.2 Problem Statement	1
1.3 Purpose Study	2
2.0 COMPANY INFORMATION	
2.1 Company Background	3
2.2 Organizational Structure	5
2.3. Product/Technology Description	5
2.4 Business, Marketing and Operational Strategy	6
3.0 COMPANY ANALYSIS	
3.1 SWOT	8
4.0 FINDINGS AND DISCUSSIONS	
4.1 Findings	11
4.2 Discussion	12
5.0 RECOMMENDATIONS AND IMPROVEMENTS	13
6.0 CONCLUSIONS	14
REFERENCE	15
APPENDICES	16

EXECUTIVE SUMMARY

Khind Holdings Berhad is a company that produces various types of home appliances and electrical products. Khind Holdings Berhad is a public trading company founded by Cheng King Fa in 1961. It is located in Selangor, Malaysia. One of the products produced by Khind company is Khind fan. A fan is an electrical device that helps reduce heat and provide comfort. There are several types of fans produced by this company namely box fan, table fan, and standing fan. The objective of this study is to analyze the problems faced by Syarikat Khind Holdings Berhad and provide better solutions and solve problems and give suggestions to companies in order to improve their company in the future.

After doing company analysis, there are some issues that are based on Khind Slim Box Fan. The problem is no airflows control, the second is the noise problem that affects the user. The third problem is the fragile body that is not durable. Therefore, this study was released with three alternatives. The first alternative is to produce airflows control and remote-control technology. Box fan using airflows control and remote-control technology can help control wind direction and easy to ON / OFF and control the speed. The second alternative is to modify or use motor gear technology from WEG Austria. Renewable box fan or using this gear motor can less noise and save energy efficiency. The last alternative is to improve plastic thickness technology. The box fan updated with plastic technology is able to make the body part of the slim box fan will be more durable. Therefore, this study came out with a proposal to choose one of the alternatives. This study proposes to choose to produce making airflows and remote-control technology. This is because the function of airflows is to you can easily adjust the fan up and down to get the air right where direction you want it. It also easy to turn on or turn off the fan and control the speed of box fan.

1. INTRODUCTION

1.1 Background Study

The following case study is about Khind Holdings Berhad Company located in Selangor, Malaysia. The company sells various types of electrical appliances that have various functions. The purpose of this case study is to analyse the objectives and strategies used by Khind Holdings Berhad Company. Strength, Weakness, Opportunities, Threats (SWOT) analyses about one of their products namely Khind Slim Box Fan, discusses the key issues facing the company and comes out with solutions to each problem and suggestions on alternatives best to choose.

1.2 Problem Statement

Khind Holdings Berhad is a company that produces various types of home appliances and electrical. Some home and electrical appliances are equipped with the latest technology while others use old technology. Therefore, customers are more likely to buy their best products as all household appliances are needed in every home to cope with the daily lifestyle. Home appliances and electricity help consumers to relax their activities at home. Khind Slim Box Fan is one of the products produced by this company. This fan helps users to provide satisfaction and comfort to users in the house. This fan is very helpful for consumers because it can reduce the warmth in the house when the hot weather comes as in Malaysia, Malaysia experiences a hot and humid climate throughout the year.

However, there are some problems that users face while using Khind Slim Box Fan. First, because there is no airflows control, cannot control the desired wind direction. Also, most consumers who buy a box fan, they have a sound problem. The sound of a box fan is noisier than other types of fans. This will make the user feel a little distracted when they use it. Finally, the box fan should not be placed in high places because the body of the box fan is too fragile. Therefore, this case study was conducted to analyse and solve all the problems found in Khind Slim Box Fan.

2.2 Organizational Structure

Board of Directors:

En. Kamil Bin Datuk Haji Abdul Rahman

Chairman / Senior Independent Non-Executive Director

Mr. Cheng Ping Keat

Executive Director / Group Chief Executive Officer

Mr. Wong Chin Mun

Independent Non-Executive Director

Mr. Lee Ah Lan @ Lee Keok Hooi

2.3 Product/Technology Description

2.3.1 Product/Technology Description

Khind Holdings Berhad is a manufacturer and marketer of home consumer electrical appliances and industrial electrical companies. The company manufactures a wide range of home appliances electrical appliances from fans, ovens, rice cookers and gas stoves, to small home kitchen appliances under the Khind brand. Khind has also won several awards starting in 2001,2002,2003,2004 and 2010, proving that Khind's products are also on par with other international electrical equipment manufacturers such as Sony.

Product that I want to do research is KHIND Slim Box Fan. Model of the box fan is BF12S. Colour for this box fan model is light grey. Slim Box Fan BF12S have 60w of power. With a power of 60w, Voltage 220-240v and frequency 50-60Hz produce enough energy for the fan motor to produce the wind. Slim Box Fan also has 3 speeds of 1/2/3. The stronger the speed, the stronger the wind that the fan can produce. It is also equipped with a time of 2 hours timer 20/40/60/80/100/120 minutes.

Moreover, this fan uses a 12-inch blade. The weight of this fan is 2.5 kg where it is light to move to any place in the house. Slim Box Fan also has 'Oscillating Louvre' which is able to