



**COMPANY ANALYSIS**  
**PENSONIC HOLDINGS BERHAD**

**TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY**

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**PROJECT TITLE : CASE STUDY OF KHIND HOLDINGS BERHAD**  
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<b>TABLE OF CONTENT</b>	<b>PAGE</b>
ACKNOWLEDGEMENT	I
LIST OF TABLES	<b>Error! Bookmark not defined.</b>
EXECUTIVE SUMMARY	<b>Error! Bookmark not defined.</b>
<b>1. INTRODUCTION</b>	
1.1 Background of The Study	1
1.2 Problem Statement	1
1.3 Purpose of The Study	2
<b>2. COMPANY INFORMATION</b>	
2.1 Background	3
2.2 Organizational Structure	5
2.3 Product/Services	6
2.4 Technology	7
2.5 Business, Marketing, Operational Strategy	8
<b>3. COMPANY ANALYSIS</b>	
3.1 SWOT	14
<b>4. FINDINGS AND DISCUSSION</b>	
4.1 Findings	17
4.2 Discussion	19
<b>5. CONCLUSION AND RECOMMENDATION</b>	
<b>6. REFERENCES</b>	23
<b>7. APPENDICES</b>	24

## **EXECUTIVE SUMMARY**

Khind Holdings Berhad is a producer of household goods of various kinds. Khind Holdings Berhad has been established by Cheng King Fa in 1961, a publicly traded firm. It is in Sekinchan, in Malaysia. Wet and dry vacuum cleaner is one of the products developed by Khind. Vacuum is a cleaning electrical system for our households. There are some forms of robotic vacuum, vacuum cleaning, and a wet and dry aspiratory vacuum developed by this company. The objectives of the study are to examine the challenges faced by Khind Holdings Berhad Company and to provide better solutions to the issues and to suggest an improved company in the future.

There are issues with wet and dry Khind vacuum cleaners after the examination of the business. The problem is manual vacuum, the problem of cords that are too low for long ranges to be used, the composition of the vacuum is very heavy and cannot tear the whole area of the building. Three alternatives were also required for this analysis. The first choice is to only make domestic cleaning with the given buttons using a digital vacuum. Secondly, a vacuum is made, free of the use of cables. This can be improved to protect and prevent exposure to energy for the protection of customers. The last option is to use a portable, easy-to-transport vacuum. The proposal to select one of the options listed was therefore given in this report. This study indicates that a vacuum can be automatically used. Because the affairs of the whole household, especially women, can be helped by light and technology vacuum.

## 2.2 Organizational Structure

Table 2.2 below shows the list of Board of Directors of Khind Holdings Sdn. Bhd. Company.

Table 2.2: Khind Company's Board of Director.

<b>Executive Chairman / Senior Independent Non-Executive Director</b>	En. Kamil Bin Datuk Haji Abdul Rahman
<b>Executive Director</b>	Mr. Cheng Ping Keat
<b>Independent Non-Executive Director</b>	Mr. Wong Chin Mun Mr. Lee Ah Lan @ Lee Keok Hooi

## 2.3 Products

The Khind Berhad Holdings are known in Malaysia for mass manufacturing of household equipment and appliances. However, for this literature research purpose, a specific of product line is chosen as main example for its quality and performance which is the Khind Wet & Dry Vacuum Cleaner VC3666. This product is not the average vacuum cleaner that are promoted in retail store, it is the newest model with good quality assurance. The vacuum has duo main functions which dry and wet vacuuming. This will allow working condition inside any a dusty room and soaking wet floor at the same time. After that, the vacuum is packed with high speed, high suction power capability of 18kPa. This is because the vacuum is packed with durable and heavy-duty motor with the power of 1600 wattage that will maintain the usage of sucking for long operation hours. Due to that, the vacuum uses approximately 220 to 240 voltage which is high for a standard house vacuum. Because of that high power, the vacuum noise level is 83 decibel which quite a loud noise. However, the design for it is meant to be for heavy duty usage because the body of the vacuum is constructed primarily of ABS plastics (acrylonitrile-butadiene-styrene) with steel, polycarbonates and other high impact plastics used where additional strength is needed. Relating to that, the net weight for this vacuum is 7.4 kilograms. Next, the design also includes various tips of the hose such as upholstery and rotating brush for easier maneuver. Most of the cord attached vacuum are always short in length but for Khind