



اَوْنُوْزِ سَيِّتِي تَيْكُوْ لُوْ كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

KHP KHP Roofing(M) Sdn. Bhd.
Making great things possible

COMPANY ANALYSIS

KHP ROOFING (M) SDN. BHD.

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

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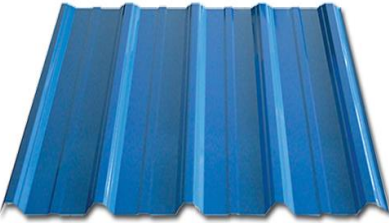


EXECUTIVE SUMMARY

KHP Roofing (M) Sdn. Bhd. is a local company which focusing on the household roofing company. In this company analysis, it is focusing on the metal roofing product that is produced by KHP Roofing (M) Sdn. Bhd. to be identified and analysed along with their current problems and come out with solutions. In construction related sectors and trading business, the most important thing need to be put in priority is the performance of the roofing to the customers and one of the factor that can influence the sales of the company. The current metal roofing product features that are promoted by this company more focus on the leakage protection. KHP Roofing's roofing sheets reduce chances of leakage problem as the roofing sheet is custom cut to required length.

As a result, the roofing installation can be done with lesser overlapping. Also, KHP Roofing (M) Sdn. Bhd. provided the fire and spark resistant roofing but not the soundproofing solutions. As one of the experienced company, they need to compete with the other new and famous company in term of demand from the client and think how to improve and upgrade the developed roofing. The new material such as, Megasorber D14 provides the capability which the unimproved metal roofing does not have. Megasorber D14 is one of the most suitable soundproofing materials for the building. The brand of the product can be to be a trend setter in the market since it have the capability to produce excellent performance in modern tooling and equipment.

2.3 Products/Services

Table 2.1 Product/Service Provided by KHP Roofing (M) Sdn. Bhd.

| TYPE OF PRODUCTS/SERVICES | DESCRIPTION | APPLICATIONS & BUILDING TYPES |
|--|--|--|
|  <p>KHP KIMDECK</p> | <ul style="list-style-type: none"> - A quality profile, which has been designed and engineered with the highest standard of modern metal roofing technology. - It is made from the highest grade steel available in a range of coating either Aluzinc, Galvanized steel or Coloured. | <p><u>Applications</u> Roof, wall, fencing, fascia</p> <p><u>Building Types</u> Residential, commercial, industrial, institutional, public</p> |
|  <p>KHP KIMROOF</p> | <ul style="list-style-type: none"> - Looks as elegant as terracotta roof tiles, but most people do not realise it is made out of steel. - While resembling the aesthetic appearance of terracotta roof tiles, KHP KIMROOF is significantly lighter at one-tenth the weight of clay and concrete roof tile. | <p><u>Building Types</u> Bungalows, residential projects, school, hospital, institutions, commercial buildings</p> |
|  <p>KHP K – STEP</p> | <ul style="list-style-type: none"> - Elegant and beautiful besides light weight. - It available in both single and double colour. - The closely spaced modules allow the KHP sheet to be curved by applying slight pressure. | <p><u>Building Types</u> Residential, commercial buildings</p> |