



# COMPANY ANALYSIS

## KHIND HOLDINGS BERHAD

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

**FACULTY & PROGRAMME** : FACULTY OF COMPUTER AND MATHEMATICAL  
SCIENCES (CS240)  
**SEMESTER** : 6  
**PROJECT TITLE** : SMART WIFI AIR FRYER  
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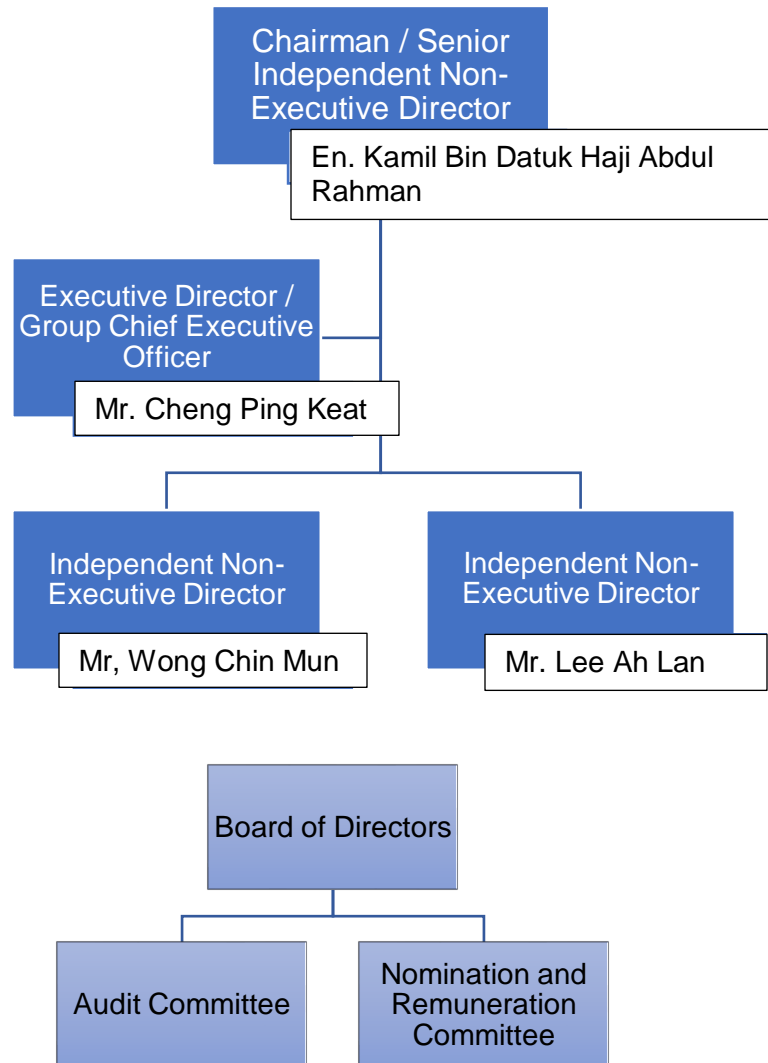
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Table 1 : SWOT Analysis

## **EXECUTIVE SUMMARY**

An air fryer is a small countertop convection oven that simulates deep frying without the use of oil. Air fryer brand of convection oven was first introduced by the Philips in 2010 at a consumer electronics show in Berlin. The first part of this case study focused on gathering the information about the company. The company's history, organizational structure, goods, industry, marketing, and operational strategy have been developed. Next, the SWOT and Consumer Trend Canvas tools were used in order to analyze the product or services of the company. Through the analysis, there are some problems from the company. Lastly, the case study ended with the recommendations and improvement for the product.

## 2.2 Organizational Structure



## 2.3 Products/Services

Generally, there are six types of products that have been produced by Khind Holdings Berhad which are fan series, home appliances, kitchen appliances, lighting appliances, electrical and wiring accessories, and exclusive products. Each of these six types of products contains its own branch of items such as for home appliances, there are air cooler, clothes dryer, freezer, iron, and many more. This shows that from its humble beginnings in the 1960's, the company has grown to a wider selection of electrical products with a choice of over 350 product lines. For this case study, one of the kitchen appliances products has been chosen for further analysis which is an air fryer. The model of air fryer that has been chosen is ARF26.