



KHIND

Delivering Happiness

TECHNOLOGY ENTREPRENEURSHIP

ENT600

CASE STUDY

COMPANY ANALYSIS

KHIND HOLDING BERHAD

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

LN8133W EXTENSION CORD

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Executive Summary

In this case study, it gave an opportunity to learn more about Khind Holding Berhad. The main target of this project is to highlight the context of issue or problem, solutions to overcome the problems and some theories. Firstly, this study was done on LN8133W Khind Extension Lead product where it has usual feature of extension lead. This study also digs deeper until its reach to business strategy, company background, marketing strategies and operational strategies and many more to widen the knowledge of this product and the company. there are some issues discover during the process and the solution can be obtain from findings and discussion of the product.

A SWOT analysis is a method used at Khind's product (LN8133W) in this case study to evaluate the strength which can attract customer, weakness of the product that can be improvise, opportunity to make a successful product, and threats that can become obstacles from achieving goals. Hence, the SWOT analysis allow the company to come with new feature to challenges with other company.

2.2 Organizational Structure

BOARD OF DIRECTORS

Mr. Cheng King Fa
Founder/Chairman

Mr. Cheng Ping Keat
Group Chief Executive Officer/Executive Director

En. Kamil Bin Datuk Hj. Abdul Rahman
Senior Independent Non-Executive Director

Mr. Wong Chin Mun
Independent Non-Executive Director

Mr. Lee Ah Lan @ Lee Keok Hooi
Independent Non-Executive Director

AUDIT COMMITTEE

En. Kamil Bin Datuk Hj. Abdul Rahman
Chairman, Senior Independent Non-Executive Director

Mr. Wong Chin Mun
Member, Independent Non-Executive Director

Mr. Lee Ah Lan @ Lee Keok Hooi
Member, Independent Non-Executive Director

NOMINATION AND REMUNERATION COMMITTEE

Mr. Wong Chin Mun
Chairman, Independent Non-Executive Director

En. Kamil Bin Datuk Hj. Abdul Rahman
Member, Senior Independent Non-Executive Director

Mr. Lee Ah Lan @ Lee Keok Hooi
Member, Independent Non-Executive Director

Figure 3. Organizational Structure of Khind Holding Bhd

2.3 Product

Khind produce many kinds of products such as fan series, home appliances, kitchen appliances, lighting appliances, electrical and wiring accessories, and exclusive products. This case study will be using product in the category of electrical and wiring accessories which is extension lead. The model of extension lead that will be used in the case study is LN8133W.