



اَوْبُوْ سَيِّدِيْ تِيْكَوْ لُوْ كِيْ مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**KHIND**  
Delivering Happiness

COMPANY ANALYSIS

**KHIND HOLDINGS BERHAD**

TECHNOLOGY ENTREPRENEUR (ENT600): CASE STUDY

FACULTY : FACULTY OF COMPUTER SCIENCE AND  
MATHEMATICS

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## **EXECUTIVE SUMMARY**



This subject is an attempt to teach students how to understand and study the business theory of a specific company so that it can be applied in a practical situation. As a result, I was given the opportunity to study the business theory and rules that govern the operation of a product manufactured by Khind Holdings Berhad (KHIND), a Malaysian company.

In the first section, I must research the purpose of this case study as well as the problem statement encountered by this company. In the following section, I assigned a task to research their company's background, select a product from their company, and figure out how the product works in terms of technology components. In addition, I gather information on how KHIND deals with and manages their business strategy in order to achieve their business goals and perform effective management. The majority of the information was gathered from their company's website, as well as a few secondary sources to back up all of the facts.

In this case study, I used SWOT analysis to assess this company's strengths, weaknesses, opportunities, and threats in real-world business. As a result, in the final section, I was asked to come up with a few solutions to overcome or improve consumer need and demand.

## 2.3 Products

Khind has a wide range of items that may be classified into seven categories. There are more than two subcategories with various items in each category. Here are some of Khind's best-selling items.

Category of product	Name of product	Description
Small kitchen appliance	<p><u>Oven</u> Khind 22L Electric Oven OT2201</p> 	<p>Khind 22L Electric Oven OT2201 is a stove with an integrated electrical heating device to cook and bake. Electric stoves became popular as replacements for solid-fuel stoves which required more labour to operate and maintain. Some modern stoves come in a unit with built-in extractor hoods.</p>
	<p><u>Food Chopper</u> Khind Multifunctional Food Chopper BLC99</p> 	<p>A utensil that is typically a self-contained unit to hold food while a spring-loaded mechanism with blades chops the food beneath. Most often round in shape, a food chopper will have a handle, which works as a plunger connected to a set of evenly spaced metal chopping blades.</p>