

# Khind holding berhad essay



**ASSIGN  
BUSTER**

Khind Holdings Berhad or Khind is a Malaysian leading electrical and electronics appliances company Founded in 1961 by Cheng King Fa. He is 73 years old and the business origin from a small family business at 52 years ago. With 50 years' experience in the electrical industry, he provides invaluable advice to the Group on production, marketing, new product research and development.

Khind has been expanding its business in Malaysia, Singapore and Hong Kong in recent years, primarily through Khind Electrical (Malaysia) Sdn Bhd, Khind Systems (Singapore) Pte Ltd under which the two subsidiaries Khind Electrical (Hong Kong) Ltd and Khind Electrical (Guangzhou) Limited in providing home and industrial electrical solutions. In April 2012, Khind successfully acquired Mayer Marketing Pte Ltd and ventured into retail of high end consumer appliances in Singapore. The company has around 800 employees in the regions and had a more than 200 "innovatively-designed" products for the consumers.

In addition, Khind is an original equipment manufacturer (OEM) to Japanese and European customers. A year after, Khind Systems (SINGAPORE) Pte Ltd became the exclusive UTICA® distributor for Utica Pte Ltd, a renewable energy company for the Asian markets. The products manufactures from the company include: Khind Company adapted lower cost strategy as one of their business strategy because their ability to design, produce and market a comparable product more efficiently with its competitors.

For example, Khind is a company in Malaysia that can has the cheaper raw material and cheaper labor if compare to other competitors form the other

country such as from Japan. By that, Khind Company can produce and maintain their product in lower price with lower cost to gain advantage with the other competitors. So that, the market share of the company could be maintain and increase. Also, the intense competition among the corporate in the same industry have been forced the Khind Company to search an innovation and new technology.

In order to differentiate the company product by the other substitute products that can be maintain the profit and sales growth, Khind Company producing a new technology product that is a new saving energy lamps in the year 2009. This offer the customers a cost effective viable choice and the new energy saving lamp can save up electricity consumption among the household and the corporate sector. This new product had achieved the requisite international compliance standards as marked under the International Electrotechnical Commission. Back in 1961, Cheng King Fa started a modest business in Sekinchan trading electrical goods.

Driven by his clear vision, the business flourished and in the late seventies, developed to include the manufacture of electrical accessories and lamps. The next decade witnessed Khind's increasing venture into the increase export market. In 1992 Khind's manufacturing expanded to include fans and other household appliances and by the turn of the millennium, the Group was distributing audio-visual products and white goods. Khind provides a diverse range of home consumer electrical and industrial solutions through its subsidiaries located in Singapore, Southeast Asia and Middle East.

Today, it manufactures and distributes world-class electrical home appliances across Malaysia and exports to over 50 countries worldwide. Its core operating value includes teamwork, innovate, continuously improve, customer focus and speed up. Khind's have 5 Missions: 1. Quality Mission \* Delight customers at all times 2. Service Mission \* Make service excellence our way of life 3. Branding Mission \* Create positive brand awareness for Khind & Mistral 4. People Development Mission \* Maximise their people potential to deliver result 5. Customer Relationship Mission Build a rewarding and lasting partnership Based upon the success story of Khind Holdings Berhad, it can be conclude that a successful company's founder should has its own clear vision on choosing correct marketing strategy for achieving goals. For example, Khind use lower cost strategy to offer goods with cheaper price meanwhile provide warranty to customer so that more consumers are affordable with the products. For this reason, company sales can be increases since the product had open to more end user with lower income and who really needs the goods with lower price.

Other than that, it is important to introduce new product and not only depend on old product to maintain the sales of company. For example, Khind had introduced the new saving energy lamp to save up electricity consumption among the household and the corporate sector. It is a big leap in industry since nowadays energy saving is a great concern and it can gain interest from people who looking for energy saving appliances. With the new product, company sales can be maintain or even increases since it has open different market from the new product to outcome its competitor.

Moreover, set up company core operating values and missions are important to make improvement of company from day by day. For example, Khind has its own core operating values and missions to ensure that they can provide best customer service to their customers. This is essential because if a customer had received great service before and after they purchase goods, they probably will purchase other goods from the same company since they are satisfied with the services provided. This can directly reflect the performance of the company and also improve the company's images.