

# Lii Hen Industries Bhd.: Company Profile and SWOT Analysis

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## Abstracts

### SYNOPSIS

Timetric's 'Lii Hen Industries Bhd.: Company Profile and SWOT Analysis' contains in depth information and data about the company and its operations. The profile contains a company overview, key facts, major products and services, SWOT analysis, business description, company history, financial analysis, key employees, company locations and subsidiaries, employee biographies as well as competitive benchmarking data.

### SUMMARY

This report is a crucial resource for industry executives and anyone looking to access key information about "Lii Hen Industries Bhd."

The report utilizes a wide range of primary and secondary sources, which are analyzed and presented in a consistent and easily accessible format. Timetric strictly follows a standardized research methodology to ensure high levels of data quality and these characteristics guarantee a unique report.

### SCOPE

Examines and identifies key information and issues about 'Lii Hen Industries Bhd.' for business intelligence requirements.

Studies and presents the company's strengths, weaknesses, opportunities (growth potential) and threats (competition). Strategic and operational business information is objectively reported.

Provides data on company financial performance and competitive benchmarking.

The profile also contains information on business operations, company history, major products and services, key employees, and locations and subsidiaries.

## **REASONS TO BUY**

Quickly enhance your understanding of 'Lii Hen Industries Bhd.'

Gain insight into the marketplace and a better understanding of internal and external factors which could impact the industry.

Increase business/sales activities by understanding your competitors' businesses better.

Recognize potential partnerships and suppliers.

## **KEY HIGHLIGHTS**

Lii Hen Industries Berhad (Lii Hen Industries) is investment holding. It primarily involves in the manufacturing of wood based furniture products. It undertakes a complete range of wood based manufacturing activities from timber processing, manufacturing to packaging finished goods. The company's products include solid dinettes, buffets and hutches, bedroom sets, upholstery sofa sets, office furniture, utility shelves, shoe racks and other related products. In addition, the company is involved in the property investment and processing and kiln drying of rubber, timber and wood. The company markets its products in various countries across Americas, Asia-Pacific, Africa and European regions. Lii Hen Industries is headquartered at Muar, Johor, Malaysia.

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