

HALAL RETAILING

**HALAL RETAILING COVERS THE
UNDERSTANDING OF HALAL PRINCIPLES IN
RETAIL INDUSTRY.**

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POLYTECHNIC MODULE

EDITION 1

2024

HALAL RETAILING



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PREFACE

HALAL RETAILING, is written as the foundation and guidance for students of Commerce Department in Politeknik METrO Kuala Lumpur (PMKL).

These book has been written as reference material and a tool for lecturer and students in teaching and learning purpose. the module is written according to the content of curriculum and syllabus of Polytechnic Malaysia.

These book covered topics from Introduction to Halal Concepts, Halal Retail Industry, Halal Practice in Retail, Halal Law, Regulatory and Standards in Retail and Halal Retail Issues and Challenges. The contents were obtained from books that have been acknowledged.

With this compilation, we hope that students can use this module as a supportive material and reference in understanding the Halal Retailing.

Regards,

Surianie & Nor Fadhlilah & Norasmah



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ABOUT THE

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HALAL RETAILING covers the understanding of halal principles in retail industry. There are several topics covered under this course such as halal practice, legal perspective in halal retail and discover the issues and challenges.

SECTION NAME HERE

SEMESTER AND YEAR OFFERED : Semester 2/ Year 1

CREDIT VALUE : 2 CREDIT

PREREQUISITE/ CO-REQUISITE (IF ANY) : None

COURSE LEARNING OUTCOMES (CLO):

Upon completion of this course, students should be able to:

CLO 1 : Explain the principles of halal concepts and evolution in retail industry (C2 , PLO 2)

CLO 2 : Organize halal integrity and practice according to Malaysia halal standard (P3 , PLO 3)

CLO 3 : Demonstrate personal skills for self improvement in presenting halal issues and challenges in retail business (A3 , PLO 9)



ASSESSMENT

CONTINUOUS ASSESSMENT	PERCENTAGE (%)	TOPIC
TEST	(1) 15%	1
PROBLEM SCENARIO	(1) 30%	1 & 2
PRESENTATION	(1) 15%	5

FINAL ASSESSMENT	PERCENTAGE (%)	TOPIC
MINI PROJECT	(1) 40%	3 & 4

The course assessment consists of:

a. Continuous Assessment (CA) – 60%

b. Final Assessment (FA) – 40%

i. Final examination/ Final assessment is carried out at the end of the semester.

ii. Students are required to PASS BOTH Continuous Assessment (CA) and Final Examination/ Final Assessment (FA)

1.0 INTRODUCTION TO HALAL CONCEPTS

At the end of this chapter, student will be able to:

1.1 Describe the principles of halal and haram

1.1.1 Define halal terminology

- a. Halal
- b. Haram
- c. Syubhah
- d. *Halalan Toyyiban*

1.2 Explain Islamic cleaning process

1.2.1 Define cleansing in Islamic

- a. Samak
- b. Sertu

1.2.2 Explain cleaning methods for Najs towards Sustainable Developments Goals (SDG)

1.2.3 Discuss the importance of Islamic cleaning process

1.3 Explain the perspective of halal in retailing

1.3.1 Describe general requirements for halal retail

1.3.2 Identify halal retail store concept



1.1 PRINCIPLES OF HALAL & HARAM

All things created by Allah s.w.t are halal, with few exceptions that are specifically prohibited. To make halal or haram is the right of Allah alone. The basic reason for the prohibition of things are due to impurity and harmfulness

a. Halal

Halal originates from the Arabic word namely halla, yahillu, hillan, wahalalan which means allowed or permissible by the Shariah law. Halal is Quranic word meaning lawful or permitted. In reference to food, it is the dietary standard, as prescribed in the Quran the Muslim scripture

b. Haram

Haram means unlawful or prohibited by Islamic law.

c. Syubhah

Syubhah means doubtful or questionable or suspect and more information is needed to categorize them as Halal or haram

1.1 PRINCIPLES OF HALAL & HARAM

d. Halalan Toyibban

Halal food consumption is very important to Muslim dietary because it impacts our personality, individual development and quality of our body and also mental development. (*Kharul Anuwar, 2019*).

The term of *Halalan Tayyiban* is a combination of two words which is *Halal* and *Tayyib*. *Halal* means lawful and *Tayyib* means good. Therefore we are responsible to ensure our sources of food are not only halal but also good. Good food must be clean, safe and nutritious.

In Malaysia, the concept of *Halalan Tayyiban* has been adopted for Halal Certification process.

1.2 ISLAMIC CLEANING PROCESS

Cleanliness and purification is the cornerstone of Islam. It has developed a great framework that covers both the private and public spheres of Muslim life.

Islamic obligatory cleansing known as **Sertu** and **Samak** in Malay language is the essential elements to ensure the halal integrity of products.

1.2.1 Definition of Sertu and Samak

Sertu is a way of purifying from Najis Mughalazah. This Najis comes only from Dogs and Pigs and it's by-products.

Samak is the act of separating skin from the meat(Animal) by use of sharp equipment or chemical.

CLEANING METHODS FOR NAJS

1.2.2 Cleaning method for *Samak* & *Sertu*

The method of *Sertu* consists of 7 cycles of the wash where 6 washes are with pure water and 1 wash with soil mixed with water. It is a way to purify from the najis Mughalazah so as to be free from doubt.

The method of *Samak* is removes foreign objects such as meat, fat, bones, mucus and tissue by using sharp materials that can bleach and absorb dirt such as alum, pomegranate skin, chemicals and so on.

The purpose of this is not only to purify the skin but to prevent decay, soften the skin of the animal, and make it more durable for human consumption.

1.2.2 CLEANING METHODS FOR NAJS

The method of *Sertu*

Menyucikan sesuatu, dengan niat menyucikan:



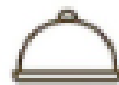
Anggota badan



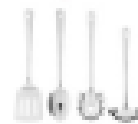
Pakaian



Ruang



Perkakasan



Peralatan

daripada najis mughallazah:



dengan cara membasuhnya menggunakan:

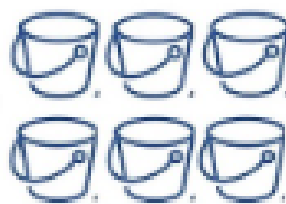
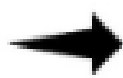


+



1x Basuh dengan Air Tanah

(1 Bekas untuk 1 Baldi)
(Bancuhan Air Tanah)



6x Bilas
dengan
Air Mutlak

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Suci Dalam Debu

1.2.3 THE IMPORTANCE OF ISLAMIC CLEANING PROCESS

Cleanliness has been seen as one of the most essential indicators of a civilizations' or society's progress. A clean and healthy lifestyle influences many facets of life, such as food, architecture, art, and so on, and helps a society's culture become more refined.

a. Preventive Hygiene

- i. preventing the spread of bacteria and germs that cause disease, hence shielding the human body from illness.
- ii. Reduce the cost of money spent on illnesses and medical care because good hygiene practices stop infections and diseases from spreading.
- iii. Giving a feeling of complacency, comfort and closeness to God, especially when a person sticks to hygiene behaviors as legitimate duties that seek reward from God.
- iv. Respecting those around you by keeping your body odor under control and keeping up a respectable appearance

THE IMPORTANCE OF ISLAMIC CLEANING PROCESS

b. Resource Protection

- i.* Maintaining a clean private space not only makes living, working, and housing suitable, but it also makes daily tasks easier and safer to carry out while reducing the risk of contamination and the subsequent spread of diseases.
- ii.* Supporting the preservation of the environment, economy, and social order since waste materials and pollutants degrade the quality of the resources that are accessible.
- iii.* Solid waste from untreated wastewater for instance heavily impacts the quality of the soil. Contaminated soils require additional efforts and costs to reclaim the land and make it arable.

1.3 PERSPECTIVE OF HALAL IN RETAILING

Overview of Halal Retail

The first halal retailing standard in history was unveiled in 2010 by the Department of Standards Malaysia as "MS 2400-3:2010: management system requirements for retailing." The goal of this halal retailing standard is to guarantee the halal integrity of cargo, goods, and/or products at the retail level.

Despite the fact that Malaysia introduced the halal retailing standard in 2010, no retailer has, to far, received a halal certificate under this standard, either from JAKIM, the Malaysian halal body, or from any other nation.



1.3 PERSPECTIVE OF HALAL IN RETAILING

1.3.1 General Requirements Halal Retail

Halal retailers must comply to the following conditions:

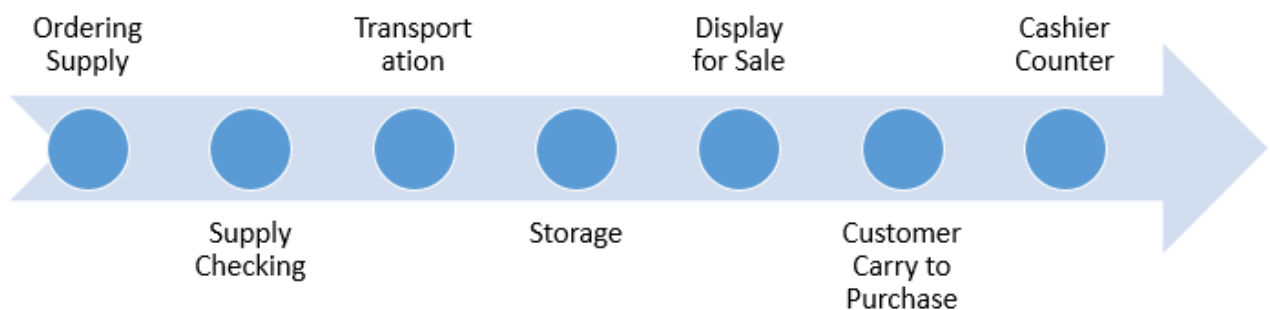
- All product have halal status
- All staff must keep their halal dressing code
- Process of handling (receiving, loading and delivery)the product are compliance to halal requirement and syariah law
- Transportation is for halal products only
- The layout of retail outlets should be segregation at retail outlets and in logistics
- If retailers sell halal and non halal product, retailers must segregate the receiving and delivering area, workers, trolley and cashier counter.

1.3 PERSPECTIVE OF HALAL IN RETAILING

1.3.2 Halal retail store concept

Halal Retail - is a set of business activities that carry out Islamic values include products, environment, atmosphere, humanistic (service) and handling that compliance to Shariah.

Halal retailer have to complete an end-to-end halal supply chain where the halal product is handed over to the consumer after payment. The halal retailer have to ensure the halal integrity of the halal category at the point of consumer purchase through effective control of the halal category supply chain.



1.3 PERSPECTIVE OF HALAL IN RETAILING

Halal retail store consists of these elements:

i. **Halal-exclusive retailer**

- Retail outlet offers halal products only.
- Designed to meet the specific needs and halal requirements of the local Muslim community

ii. **Halal-segregated retailer**

- Retail outlet offers both halal and non-halal
- Products are clearly identified and physically segregated on shelves and displays in order to control risks of contamination and perception issues.
- The goal of this halal category is to provide the Muslim consumer with as much of a comprehensive halal selection as feasible.

iii. **Halal-mixed retailer**

- Retail outlet offers both halal and non-halal products.
- Products aren't physically separated or given a distinct identity.
- The retailer does not recognize a halal category

2.0 HALAL RETAIL INDUSTRY

At the end of this chapter, student will be able to:

2.1 Explain key drivers for global halal market

2.1.1 Identify key drivers for global halal market

2.2 Identify evolution of halal industry

2.2.1 Recognize Evolution of halal industry

- a. Muslim producer/product
- b. Halal certified product
- c. Halal supply chain
- d. Halal value chain

2.3 Organize the principles of halal retail supply chain

2.3.1 Perform the supply chain activities

- a. Customer
- b. Forecasting
- c. Design
- d. Capacity planning
- e. Processing
- f. Inventory
- g. Purchasing
- h. Supplies
- i. Location
- j. Logistics



2.1 KEY DRIVERS FOR GLOBAL HALAL MARKET

Growth in Muslim population, primary market for halal food

- Growth rate is much faster compared to other religions

Raising income and higher purchasing power

- Rapid growth of economy especially in Middle East and South East Asia

Increasing demand for safe and high quality halal food

- Halal and health conscious

Increasing demand for greater variety of halal products and services

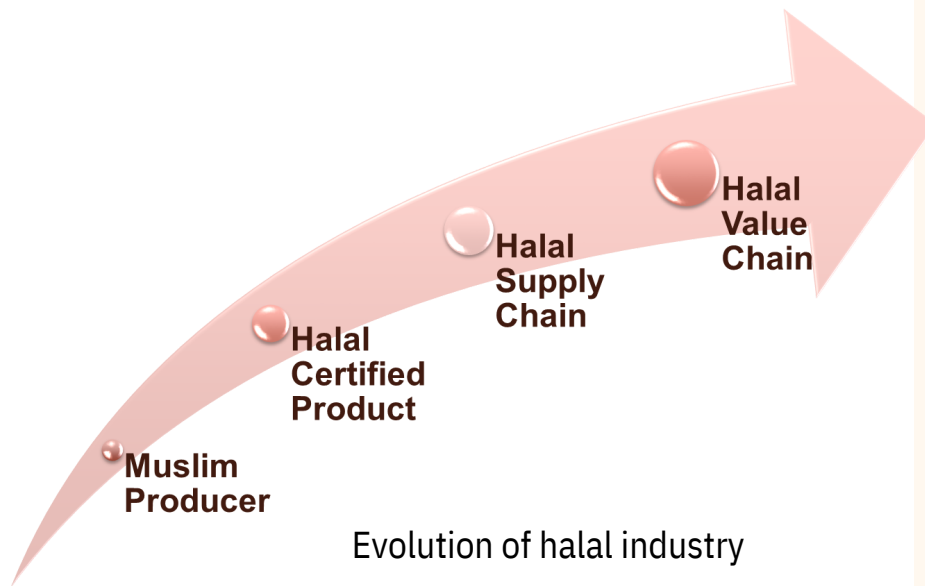
- Product availability and technology in managing business

Incidences of halal fraud that increased the demand for genuine quality halal product

- Increasing awareness of halal certification and support services

Key drivers for global halal market

2.2 EVOLUTION OF HALAL INDUSTRY



1. Muslim Producer

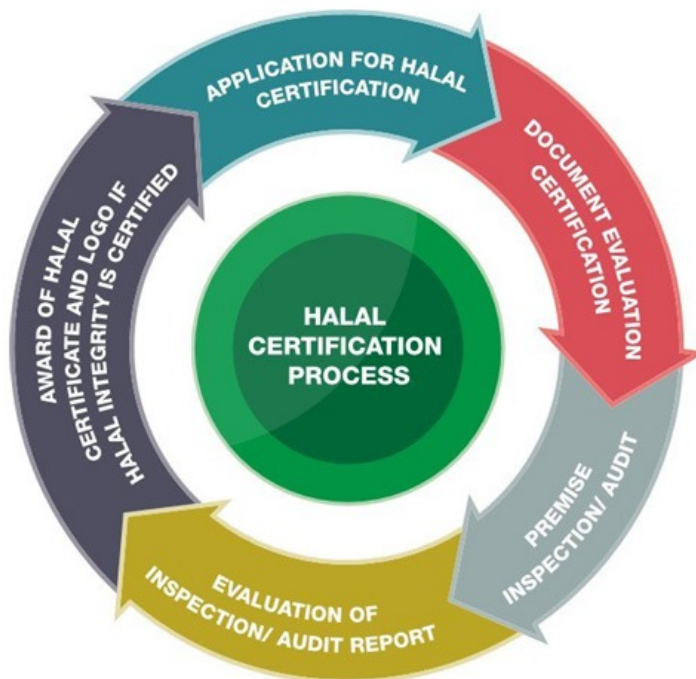
Halal products are usually known as pork free, alcohol free, and for specific method of slaughter. the animal should not be stunned, but killed by a cut to its throat, and the procedure must be perform by a Muslim. There are no assurance system in place as this was based on trust. The cleanliness and hygiene aspect are neglected by the producer.

Before 1980's there were no significant effort to encourage the development of halal product and service in Malaysian Muslim market. Their knowledge of halal products, especially food, is only basic, not in-depth according to certain standard procedures and rules.

EVOLUTION OF HALAL INDUSTRY

2. Halal Certified Product

Halal certification refers to an official document describing the halal standardization of products and services according to the authorized agency. The only halal certification that is accepted in Malaysia is from Jabatan Kemajuan Islam Malaysia (JAKIM). The certification process started from the application, followed by an inspection/assessment of slaughtering, processing product, handling, packaging, storage, transportation and management practices.



Halal Certification Process

EVOLUTION OF HALAL INDUSTRY

3. Halal Supply Chain

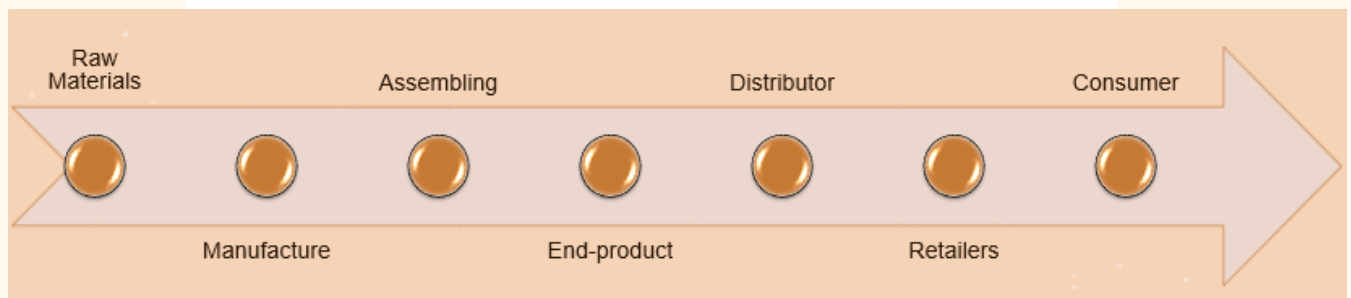
Managing the halal supply chain is crucial to boosting consumer trust in halal-certified products. Every stage of the supply chain, from the initial ingredients to the manufacturing procedure to the final packaging, is taken into consideration for halal certification before the product is delivered to the customer. As such, Halal supply chains must be transparent and traceable in order for products to be eligible for certification.

Planning and supply chain management encompass a range of activities, including information-based Islamic and Halal finance, processing of Halal products through logistics, distribution of Sharia, maintenance of Halal products, and certification of Halal products through monitoring the flow of Halal products. These activities require cooperation among supply chain actors who uphold the principles of Islamic cooperation.

EVOLUTION OF HALAL INDUSTRY

4. Halal Value Chain

A value chain is a linked set of value creating activities starting with the raw materials from suppliers, and then moving to a series of value added activities involving production and marketing, and ending with the distributors getting final products into the hands of the final consumers.



Halal Value Chain

2.3 PRINCIPLES OF HALAL RETAIL SUPPLY CHAIN

The halal supply chain is a network of suppliers that offers goods and services extra consideration and support to guarantee halal integrity across the network. The framework of halal supply chains consists of halal procurement halal manufacturing halal distribution and halal logistics.

2.3.1 Halal Supply Chain Activities



Elements of Halal Supply Chain Activities

HALAL RETAIL SUPPLY CHAIN

Elements of Supply Chain Activities

Elements	Description
Customer	Determine product and service required
Forecasting	Predicting the quality and timing of customer demand
Design	Incorporating customers, manufacturing ability and time to market
Capacity planning	Matching supply and demand
Processing	Controlling quality and scheduling of work
Inventory	Meeting demand requirement while managing the cost of holding inventory
Purchasing	Evaluating potential suppliers, supporting the needs of operation on purchased goods and services
Suppliers	Monitoring supplier quality, on time delivery and flexibility, maintain supplier relations
Location	Determining the location of facilities
Logistics	Deciding the best way to move information and materials

3.0 HALAL PRACTICE IN RETAIL

At the end of this chapter, student will be able to:

3.1 Practice halal integrity

3.1.1 Define halal integrity

3.1.2 Define halal retail supply chain operation

3.1.3 Determine element of halal retail supply chain operations

- a. Halal inputs
- b. Halal process
- c. Control for halal
- d. Halal outputs

3.2 Conduct halal retail back-end operations

3.2.1 Perform halal retail back-end operations

- a. Ordering
- b. Receiving
- c. Storage
- d. Return
- e. Disposal

3.3 Conduct halal retail front end operations

3.3.1 Perform halal retail front end operations

- a. Product signage
- b. Visual merchandise display
- c. Point of sale



3.1 PRACTICE HALAL INTEGRITY

Integrity

Integrity means firm adherence to a code of especially moral or artistic values (Merriam-Webster). Integrity is doing the right thing even when no one is watching (C.S Lewis).

3.1.1 Define halal integrity

Halal integrity in halal retail (halal SCM) is to uphold the state of halal for foods and cargo and toyyib for the manner the foods and cargo being handled and delivered along the supply chain networks by service providers from transporters, warehouse operators and retailers and the man himself are ethical, trustworthy in carrying out the system of works (Mohd Sharif, 2015).



PRACTICE HALAL INTEGRITY

Halal integrity bids guarantee to those of Muslim faith and forms further demand for quality Halal products. Integrity in Halal industries is crucial and was a biggest challenge because throughout the supply chain, the likelihoods of cross contamination or the tendency of the Halal products to be handled together with non-Halal products is quite high in the present physical logistics practices.

Contamination and Cross contamination can occur in numerous stages of the supply chain movements particularly in three areas which are transportation and distribution, warehousing and storage, and retailing. Halal integrity is essential in Halal certification and has a significance influence on product adaptation strategy for halal products exporters where there is a high level demand of Halal integrity to be integrated in the product.

PRACTICE HALAL INTEGRITY

3.1.2 Define halal retail supply chain operation

The whole activities of halal product distribution across the supply chain in order to prevent any contamination and to observe the Islamic rule, starting from production and distribution, and finally to the customers.

Halal supply chain management is becoming important for enhancing consumer confidence in halal certified product. Halal supply chain will assist in managing global halal supply chains according to the specification of the destination market and ensures that the integrity is maintained throughout the halal network.

It will make use of common halal distribution centers in key gateways and consolidation of transportation. Hence, this role can be fulfilled by a logistics service provider. Halal Supply Chain Management is a set of unified elements consisting of requirements with Shariah and Halal compliance, which are halal with added-values, and controls deploying both shariah-technical requirements.

PRACTICE HALAL INTEGRITY

3.1.3 Determine element of halal retail supply chain operations

- a. **Halal inputs**
- b. Halal process
- c. Halal outputs
- d. Control for halal

a. HALAL INPUTS

Described as halal inputs that include participation in activities that maintain the integrity of halal throughout the supply chain. Identification of all inputs, byproducts, and resources is essential for each sourcing activity throughout the halal supply chain in order to guarantee halal integrity. Supplier selection is essential in the sourcing of halal materials due to the complexity of a halal supply chain and the lack of traceability tools.

By carefully choosing halal certified suppliers, the conformance of material must be deployed at a very early stage: "Our company only hires "halal suppliers" who meet all JAKIM regulations.

Another crucial factor that must be taken into account by the companies when acquiring material is halal labeling. The standardized halal logo continues to cause confusion because it was created by numerous organizations. In comparison to products labeled with International Standard Organization (ISO) certification, halal labeling is seen as more reliable and can even open up markets.



PRACTICE HALAL INTEGRITY

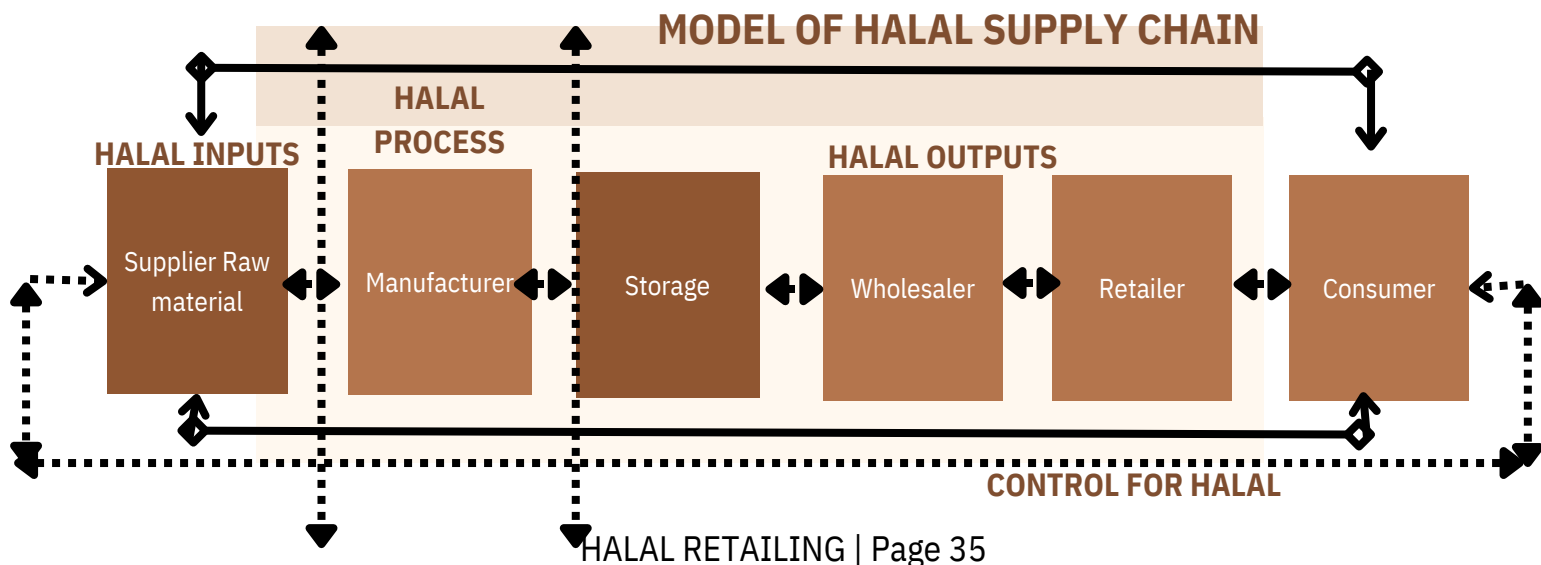
Determine element of halal retail supply chain operations

- a. Halal inputs
- b. Halal process**
- c. Halal outputs
- d. Control for halal



b. HALAL PROCESS

Described as the process of transforming halal components or inputs into halal outputs using halal methods. Higher halal integrity and a lower risk of cross contamination can result from halal manufacturing. Senior management commitment, halal certification management systems, and shariah-compliant financing are the components of halal manufacturing. The senior management has made a substantial commitment to halal manufacturing. The orientation of their organizations is established by the senior management. When a company decides to produce or manufacture halal goods, fundamental changes must be made to the entire organization's ecology.



PRACTICE HALAL INTEGRITY

Determine element of halal retail supply chain operations

- a. Halal inputs
- b. Halal process
- c. **Halal outputs**
- d. Control for halal



C. HALAL OUTPUTS

Halal outputs include halal containers and packing. Materials used in packaging have an effect on a product's ability to be halal. Halal certification on the packaging, Halal techniques of product handling and Halal traceability of the packaging are some of the topics that have been brought up in relation to packaging. Halal packaging includes specific components like halal certification or the halal logo, an ingredient list, and the country of origin of the product.

The commodities must be contained and protected throughout transportation and distribution, which is the second fundamental role of packaging in logistics. Additionally, it serves to safeguard workers handling the commodities from dangers like chemicals, liquids, or loose goods. Packaging will shield products from any halal-halal contamination in the context of halal.

PRACTICE HALAL INTEGRITY

Determine element of halal retail supply chain operations

- a. Halal inputs
- b. Halal process
- c. Halal outputs
- d. **Control for halal**



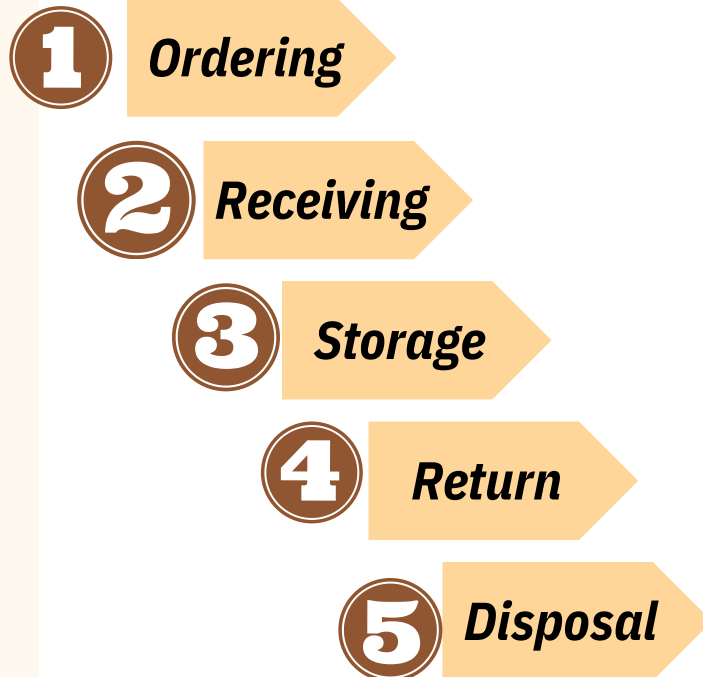
d. CONTROL FOR HALAL

The function of packaging in logistics is to contain and protect the commodities during delivery and distribution, which includes organizing, safeguarding, and labeling goods before they reach clients. command of In order to guarantee the halal integrity of the supply chain from farm to fork, halal competencies are essential.

The halal status takes into account the logistics and supply chain of halal food products in addition to the product's ingredients. The separation of halal and non-halal food goods is a crucial aspect of halal logistics. Only halal products are delivered using the container or lorries utilized in the delivery. It is forbidden to combine the containers meant to handle halal goods with those used to handle non-halal goods.

3.2 CONDUCT RETAIL BACK-END OPERATIONS

3.2.1 Perform halal retail back-end operations



CONDUCT HALAL RETAIL BACK-END OPERATIONS

Perform halal retail back-end operations

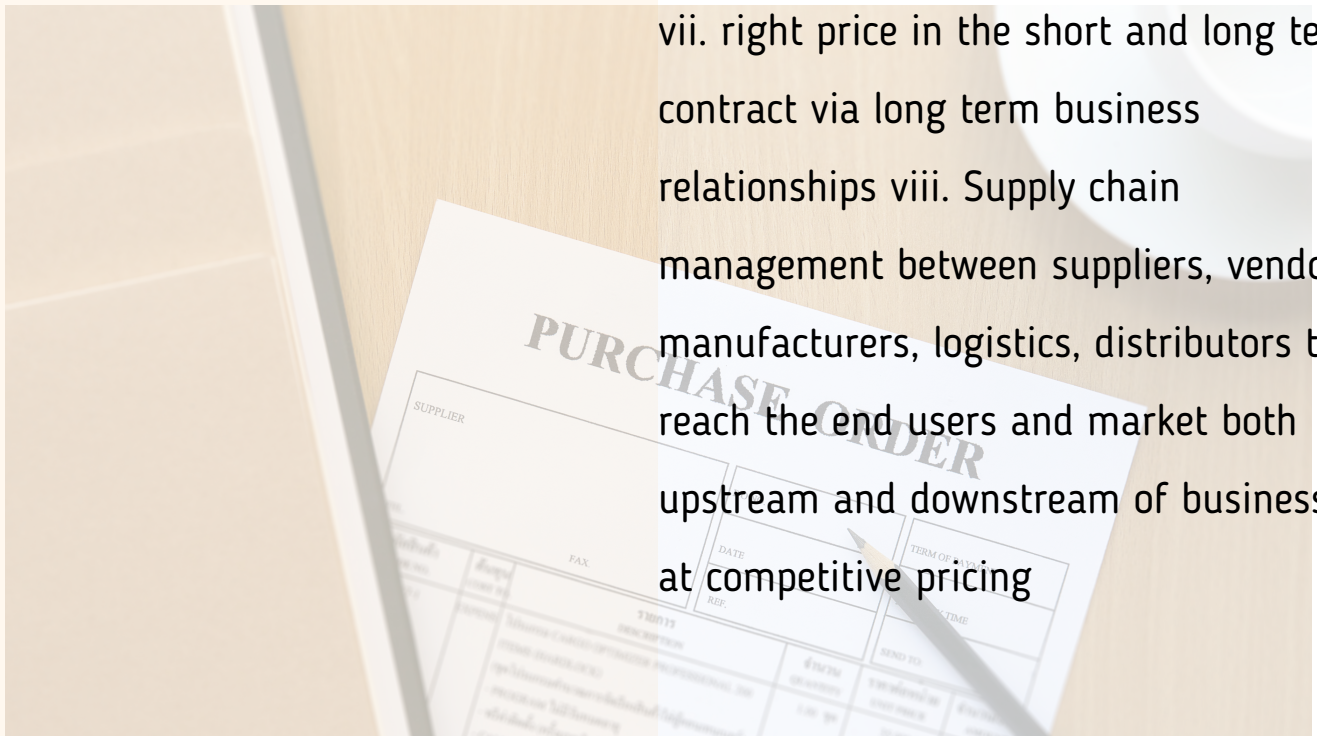
1 Ordering

Product Ordering Process

- 1) **Product Sourcing & Procurement**
- 2) *Product Information & Packaging*
- 3) *Product Certification*
- 4) *Logistics*

Halal Product sourcing procurement

- i. right materials that are halal
- ii. right agreed akad quantity for delivery
- iii. right time
- iv. right place
- v. right halal certified source/origin
- vi. right halal service
- vii. right price in the short and long term contract via long term business relationships
- viii. Supply chain management between suppliers, vendors, manufacturers, logistics, distributors to reach the end users and market both upstream and downstream of businesses at competitive pricing



CONDUCT HALAL RETAIL BACK-END OPERATIONS

Perform halal retail back-end operations

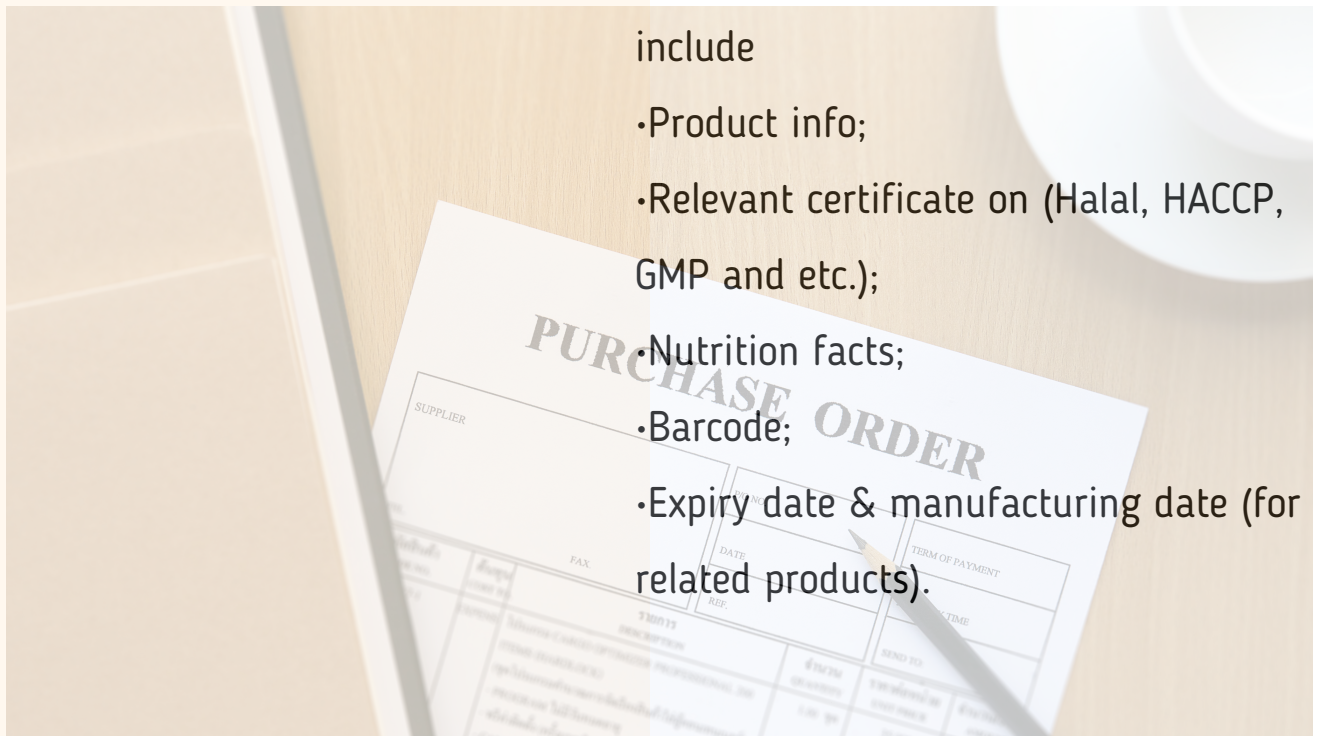
Product Ordering Process

- 1) *Product Sourcing & Procurement*
- 2) ***Product Information & Packaging***
- 3) *Product Certification*
- 4) *Logistics*

Product Info and Packaging

Can be defined as a process of providing accurate information about the product such as product information, promotion and price Labeling is also to prevent deception and help consumers make welfare maximizing choices. Ensure products brought in with accurate labels include

- Product info;
- Relevant certificate on (Halal, HACCP, GMP and etc.);
- Nutrition facts;
- Barcode;
- Expiry date & manufacturing date (for related products).



CONDUCT HALAL RETAIL BACK-END OPERATIONS

Perform halal retail back-end operations

Product Ordering Process

- 1) Product Sourcing & Procurement
- 2) Product Information & Packaging
- 3) **Product Certification**
- 4) Logistics

Product Certification

- a) Local – JAKIM certified
- b) International JAKIM recognized



HALAL LOGO BY JAKIM



RECOGNITION OF FOREIGN HALAL BY JAKIM

CONDUCT HALAL RETAIL BACK-END OPERATIONS

Perform halal retail back-end operations

Product Ordering Process

- 1) *Product Sourcing & Procurement*
- 2) *Product Information & Packaging*
- 3) *Product Certification*
- 4) ***Logistics***

- **Warehousing**

- a) Designated warehouses to store the products
- b) Designated racking with proper label / sign for each product for easy tracking and storage.
- c) Complied to Halal Logistic Standard

- **Transportation**

- a) Designated vehicles for Halal products only.
- b) Separate vehicles used to transport fresh & non fresh, Halal & non halal products and complied to Syariah requirements and to preserve the freshness of the products.

CONDUCT HALAL RETAIL BACK-END OPERATIONS

Perform halal retail back-end operations

② Receiving

Product Receiving

- 1) **Type of receiving**
- 2) *Product specification checking criteria*
- 3) *Cold chain process*
- 4) *Data Coding*
- 5) *Complied to*

1. TYPE OF RECEIVING

a) Fresh (Wet Receiving)



b) Non-Fresh (Dry Receiving)



Important:

1. Separate between Fresh & Non-fresh stock receiving
2. Separate between Halal & Non-Halal stock receiving

CONDUCT HALAL RETAIL BACK-END OPERATIONS

Perform halal retail back-end operations

Product Receiving

- 1) *Type of receiving*
- 2) ***Product specification checking criteria***
- 3) *Cold chain process*
- 4) *Data Coding*
- 5) *Complied to*

2) Product specification checking criteria

- Tolerance level especially for fresh product
- Actual weight received = Gross Weight – Tolerance (depends on Company's SOP)
- Tamper proof / safety seal condition (if any)
- Product temperature checking from cold truck (for fresh product)
- Expiry date or freshness checking (FEFO concept)



CONDUCT HALAL RETAIL BACK-END OPERATIONS

Perform halal retail back-end operations

Product Receiving

- 1) *Type of receiving*
- 2) *Product specification checking criteria*
- 3) **Cold chain process**
- 4) *Data Coding*
- 5) *Complied to*

3) Cold chain process

- For fresh goods (15 -20 minutes)
- From receiving area to storage



CONDUCT HALAL RETAIL BACK-END OPERATIONS

Perform halal retail back-end operations

Product Receiving

- 1) *Type of receiving*
- 2) *Product specification checking criteria*
- 3) *Cold chain process*
- 4) **Data Coding**
- 5) **Complied to**

4) Data Coding

Received date label / stamp on the carton (FEFO & FIFO)

5) Complied to

- Trade Description Act 2011 (Akta Perihal Dagangan)
- Halal Malaysia Guideline Food Act 1983
- Food Hygiene Regulation 2009
- OSHA requirement



CONDUCT HALAL RETAIL BACK-END OPERATIONS

Perform halal retail back-end operations

③ Storage

1) *Segregated of stock by category-food & non-food, division, section and etc. using FEFO, FIFO, concept.*

2) *Temperature monitoring*

- *Chiller (0c-4c)*
- *Freezer (-18c and below)*
- *Medicine & pharmaceutical product handling (according to National Pharmaceutical Control Board (NPCB))*

3) *Method of handling*

- *FEFO*
- *FIFO*



CONDUCT HALAL RETAIL BACK-END OPERATIONS

Perform halal retail back-end operations

④ Return

1) Definition - Process of return stocks to vendor for certain product reason / condition

2) Reason / condition:

- Damaged
- Near expired / Expired
- Incomplete
- Recall and etc

3) Halal compliance practices

- Use appropriate PPE during handling (safety & hygiene)
- Complied to HAS on product return procedure
- Proper documentation for record



CONDUCT HALAL RETAIL BACK-END OPERATIONS

Perform halal retail back-end operations

⑤ Disposal

1) *Definition : A stock waste management process which has to be done for non-returnable products and waste in order to minimize losses.*

2) *Product condition / reason for disposal may include*

- *Damaged*
- *Expired*
- *Nearly expired*

3) *Type of waste*

- *Liquid*
- *Organic*
- *Solid*
- *Hazardous*
- *Recyclable*



4) *Halal compliance practices*

- *Use appropriate PPE during handling (Safety & hygiene)*
- *Have a proper documentation for record*

3.3 CONDUCT HALAL RETAIL FRONT END OPERATIONS

3.3.1 Perform halal retail front-end operations



1

Product Signage

2

Visual Merchandise Display

3

Point Of Sale

CONDUCT HALAL RETAIL FRONT END OPERATIONS

Perform halal retail front-end operations

1 Product signage

PRODUCT SIGNAGE

Product Signage can be defined as a process of providing accurate information about the product displayed such as promotion, location, price, GPL info and etc.

USAGE OF SIGNAGE AND GRAPHICS

- i. Location - Identifies the location of merchandise and guides customers*
- ii. Category Signage - Identifies types of products and located near the goods*
- iii. Promotional Signage - Relates to specific offers*
- iv. Point of sale - Near merchandise with prices and product information*
- v. Lifestyle images - Creates moods that encourage customers*



CONDUCT HALAL RETAIL FRONT END OPERATIONS

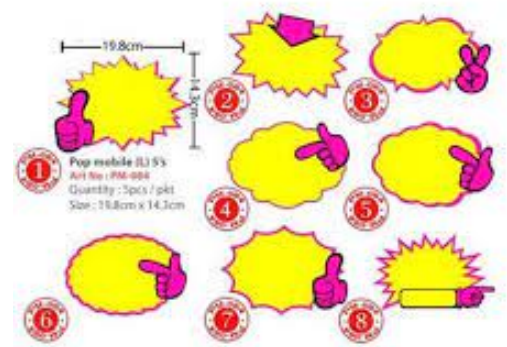
Perform halal retail front-end operations

TYPE OF POINT OF SALE

- Shelf label
- POP Card
- Shelf Talker
- Price Tag Label



Shelf label



POP Card



Price Tag Label



Shelf Talker

CONDUCT HALAL RETAIL FRONT END OPERATIONS

Perform halal retail front-end operations

2 Visual Merchandise Display

VISUAL MERCHANDISE DISPLAY

Principles of Visual Merchandise Display (VMD).

- ***Store layout***
- *Planogram*
- *Product Display (Primary & Secondary) Product fixture*
- *Product Fixture*
- *Product condition*

Store Layout

Definition — Organization shall provide adequate facilities, which ensure that the integrity of products and/or goods handled is not compromised, deteriorate or suffer loss or damage during times of handling, ensure that suitable and secure facilities are provided where appropriate to the nature of the products and/or goods to be display to maintain the integrity of the Halalan - Toyyiban principles



3.3 CONDUCT HALAL RETAIL FRONT END OPERATIONS

Perform halal retail front-end operations

VISUAL MERCHANDISE DISPLAY

Principles of Visual Merchandise Display (VMD).

- ***Store layout***
- *Planogram*
- *Product Display (Primary & Secondary) Product fixture*
- *Product Fixture*
- *Product condition*

Factors to be considered layout for a store:

- 1) *Customer traffic*
- 2) *Average impulse purchase*
- 3) *Customer shopping list contents*
- 4) *Product demand rates*



3.3 CONDUCT HALAL RETAIL FRONT END OPERATIONS

Perform halal retail front-end operations

VISUAL MERCHANDISE DISPLAY

Principles of Visual Merchandise Display (VMD).

- *Store layout*
- **Planogram**
- *Product Display (Primary & Secondary) Product fixture*
- *Product Fixture*
- *Product condition*

Planogram —Definition- A schematic diagram that show and where specific retail products should be placed/displayed on retail shelves or displays in order to increase customer purchases. The purpose of a planogram is to increase sales by ensuring that the most popular and profitable products are given the right amount of facings and allocations. Without data, any allocations that you give them will be pure speculation.



3.3 CONDUCT HALAL RETAIL FRONT END OPERATIONS

Perform halal retail front-end operations

VISUAL MERCHANDISE DISPLAY

Principles of Visual Merchandise Display (VMD).

- *Store layout*
- *Planogram*
- ***Product Display (Primary & Secondary)***
- *Product Fixture*
- *Product condition*

Product Display — *A product display is anything in a store that houses or promotes your product. This is often the first point of contact between product and the customers.*



Primary display



Secondary display

3.3 CONDUCT HALAL RETAIL FRONT END OPERATIONS

Perform halal retail front-end operations

VISUAL MERCHANDISE DISPLAY

Principles of Visual Merchandise Display (VMD).

- Store layout
- Planogram
- Product Display (Primary & Secondary)
- **Product fixture**
- Product condition

Product fixture - Fixture is a tool to display product in the best way in order maximize customers attraction towards the product displayed. Product should be display on / at the suitable fixture. Several type of fixtures include:

- a) Straight rack
- b) Rounder (bulk fixture, capacity fixture)
- c) Four-arm fixture (feature fixture)
- d) Gondolas / Shelf
- e) Chiller
- f) Blocks
- g) Freezer and etc

Factors to be considered while select for suitable fixture for a product:

- i. Ease for customer to get the product
- ii. Safety condition is secured
- iii. Quality product is preserved
- iv. Ease for stock replenishment



3.3 CONDUCT HALAL RETAIL FRONT END OPERATIONS

Perform halal retail front-end operations

VISUAL MERCHANDISE DISPLAY

Principles of Visual Merchandise Display (VMD).

- Store layout
- Planogram
- Product Display (Primary & Secondary)
- Product fixture
- **Product condition**

Product Conditions

Only good quality product are displayed on the shelf. Several conditions that retailers should aware off and not display product on shelf whenever:

- a)Product is expired or nearly expired (based on their shelf life)*
- b)Rotten fruits*
- c)Withered vegetables*
- d)Damaged canned food*
- e)Rusted canned food*
- f)Product is not torn or dirty*



3.3 CONDUCT HALAL RETAIL FRONT END OPERATIONS

Perform halal retail front-end operations

③ Point of Sale

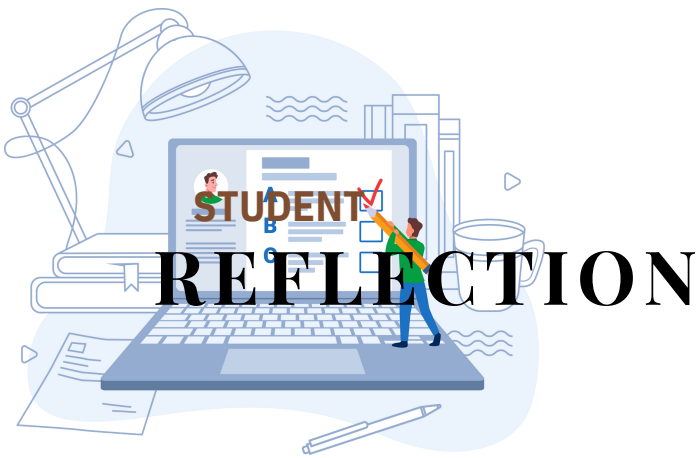
Point of sale (POS)

Point of Sales (POS) is the place or point at which a retail transaction is carried out. POS system is the hub where everything (sales, inventory and customer management) are merges.

Halal Retail Principles for POS are include:

- **Separated POS** - Separated counters for transaction of Halal and Non-Halal product purchased
- **Clear Signage** - Separated counters with clear signage for purchase of Non-Halal product ONLY
- **Cashier / POS Handler** - Non-Halal counters operated by non-muslim staff.
- **Cleanliness & Hygiene** - To maintained cleanliness and hygiene for every counters to avoid contamination and non-conformity.





Halal supply chain implementation is necessary for maintaining halal integrity. There are still a very small number of business owners and members of the industry who use halal supply chains and logistics due to the limited acceptance of these systems.

Determine **FOUR (4)** element of halal retail supply chain operations?

1).....

.....

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.....

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2).....

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3)

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4)



4.0 HALAL LAW, REGULATORY AND STANDARDS IN RETAIL

At the end of this chapter, student will be able to:

4.1 Expose the legal perspective in halal retail

4.1.1 Define legal terminology in halal retail:

- a. Law
- b. Regulations
- c. Governance

4.1.2 Describe the importance of halal law

4.1.3 Discuss the implication of Trade Description Act (TDA) 2011 in halal retail

4.2 Expose Malaysian halal standards

4.2.1 Define Malaysian halal standards

4.2.2 Recognize types of Malaysian halal standards

4.3 Examine halal logo and certification

4.3.1 Sketch halal logo by JAKIM

4.3.2 Measure halal logo not allowed under Trade Description Act (TDA) 2011

4.3.3 Fixes general requirements for halal certification

- a. Raw material
- b. Processing
- c. Packaging and labelling
- d. Food premise
- e. Worker
- f. Sanitation system

4.3.4 Identify halal status via portal



4.1 EXPOSE THE LEGAL PERSPECTIVE IN HALAL RETAIL

4.1.1 Define legal terminology in halal retail

1

LAW

Law regulates and controls the external human conduct. It is not concerned with inner motives. A person may be having an evil intention in his or her mind but law does not care for it. Law is universal in a particular society. All the individuals are equally subjected to it. It does not change from man to man. Law falls within the purview of a subject known as Jurisprudence.

2

REGULATION

To control the way something is done or the way people behave. It's dealing with details or procedure. Have the force of law.

3

GOVERNANCE

The action or manner of governing and the way that are manage at the highest level. Market or network, family, tribe organization.

LAW AND REGULATIONS RELATED WITH HALAL

For ASEAN countries, there are legal certifications under government control but there is also formed by the certification body without involving the government. Malaysia, Indonesia, Singapore, Brunei and Thailand created act and related laws pertaining to the enforcement of halal through cooperation with the relevant agencies.

In Halal certification, requirements are specifically designed to allow any party to implement Halal Certification with sense of responsibility and integrity. Halal products are just like other products in the context of sale of goods laws.

4.2 EXPOSE THE LEGAL PERSPECTIVE IN HALAL RETAIL

4.1.2 Describe the importance of halal law

- 1) To prevent consumer fraud in the preparation, distribution and sale of halal food and consumer products.
- 2) Facilitate trade for halal food and consumer products
- 3) Fundamental component of an effective control system for halal food and consumer products.



4.2 EXPOSE THE LEGAL PERSPECTIVE IN HALAL RETAIL

4.1.3 Discuss the implication of Trade Description Act (TDA) 2011 in halal retail

MALAYSIA TRADE DESCRIPTIONS ACT (TOA) 2011 guidelines have long been implemented, but there is an issues in terms of the effectiveness of the law and its implementation in Malaysia. This is evident when consumers are confused and skeptical of the Halal status of a food or products marketed.

TDA 2011 is an act enacted for the purpose of promoting good trade practices by prohibiting false trade descriptions or misleading statements, conduct and practices in connection to the supply Of merchandise and benefits and to accommodate matters identified with it. Provision Related to Halal Certification Descriptions (Definition of Halal) Order 2011 under section' 28 and Trade Descriptions (Certification and Marking of Halal) Order 2011 under Section 29.

Before the amendments of TDA were made in 2011, Laws and acts subject to the jurisdiction of JAKIM or JAIN. Jurisdiction is only on certification process. individuals or private companies issue its own certificate and Halal logo and no specific agencies have authorization and approval to issue a Halal certificate and and logo in Malaysia.

4.2 EXPOSE MALAYSIAN HALAL STANDARDS

4.2.1 Define Malaysian halal standards

HISTORY OF THE STANDARD

- The first Malaysian Halal Food Standard, MS1500:2000, was published.
- used by JAKIM for halal certification.

2000

- First revision of MS1500.
- Launched by the prime Minister on 16 August 2004, MS1500:2004.

2004

- Second revision
- Current reference for halal food certification in Malaysia.

2009

Halal Standards:

- a) Mechanism to defense the 'halalness' of goods and services to meet Shariah law & requirements.
- b) A guideline for the food industries in their halal food preparation and handling.
- c) Provides a basic requirement for food products, food trade and food business.
- d) As a basis for the process of halal accreditation and certification.
- e) The Malaysian Standard Halal Food (MS1500:2004) has been cited by Codex Alimentarius Commission as the best example in the world in terms of justification of Halal food.



4.2 EXPOSE MALAYSIAN HALAL STANDARDS

Define Malaysian halal standards

The Malaysian Standard is a consensus document developed by a Standard Development Committee within the Malaysian Standards Development System and approved by the Minister of Science, Technology and Innovation in accordance with Standards of Malaysia Act 1996 (Act, 549) (Department of Standards Malaysia, 2008).

The Department of Standards Malaysia is a national standardization and accreditation body. Its main function is to foster and promote standards, standardization and accreditation. Malaysian Standard of halal food, MS 1500:2009, "Halal Food: Production, Preparation, Handling and Storage-General Guidelines" was developed under the Malaysian Standards Development System and with the responsibility of the Department of Standards Malaysia, Ministry of Science, Technology and Innovation.

Halal standard is one of the initiatives of the Malaysia Government to realize the plan for Malaysia as a Halal Food Hub. Its development also involved various organizations including Department of Islamic Development Malaysia, JAKIM.

4.2 EXPOSE MALAYSIAN HALAL STANDARDS

4.2.2 Recognize types of Malaysian halal standards

MALAYSIAN HALAL FOOD STANDARD (MS1500:2009)

Halal Food-Production, Preparation, Handling and storage-General Guidelines.

Provides practical guidance for the food industry on the preparation and handling of halal food (including nutrient supplements) and to serve as a basic requirement for halal food product and food trade or business in Malaysia.

MALAYSIAN HALAL PHARMACEUTICALS-GENERAL GUIDELINES (MS2424:2012)

It describes the general guidelines in the manufacturing and handling of halal pharmaceuticals. It serves as a basic requirement for halal pharmaceuticals in Malaysia. Medicinal Should be Products used together and Pharmaceutical with the Pharmaceutical Inspection Cooperation Inspection Cooperation Scheme (PIC/S): Guide to GMP for medical products and Pharmaceutical Inspection Cooperation Scheme. Guide to GMP for Medicinal Products Annexes.

4.2 EXPOSE MALAYSIAN HALAL STANDARDS

Recognize types of Malaysian halal standards

MALAYSIAN ISLAMIC CONSUMER GOODS-PART 1: COSMETIC AND PERSONAL CARE-GENERAL GUIDELINES (MS2200:2008)

Practical guidelines for halal cosmetics and personal care industry. It serves as a basic requirement for cosmetics and personal care industry and trade or business in Malaysia. It should be used together with the Guidelines for Control of Cosmetic Products in Malaysia and Guidelines on Cosmetic Good Manufacturing Practice (GMP) by the National Pharmaceutical Control Bureau (NPCB).

MALAYSIAN HALAL LOGISTICS-TRANSPORTATION, WAREHOUSING & RETAILING (MS2400:2010)

Prescribes management system requirements for assurance of the Halalan-Toyyiban integrity of goods and/or cargo being handled through various mode of transportation, during the warehousing and related activities, and at the retailing stage. Applies to entities whenever there exist interfacing activities at the receiving, loading and delivery levels.

4.2 EXPOSE MALAYSIAN HALAL STANDARDS

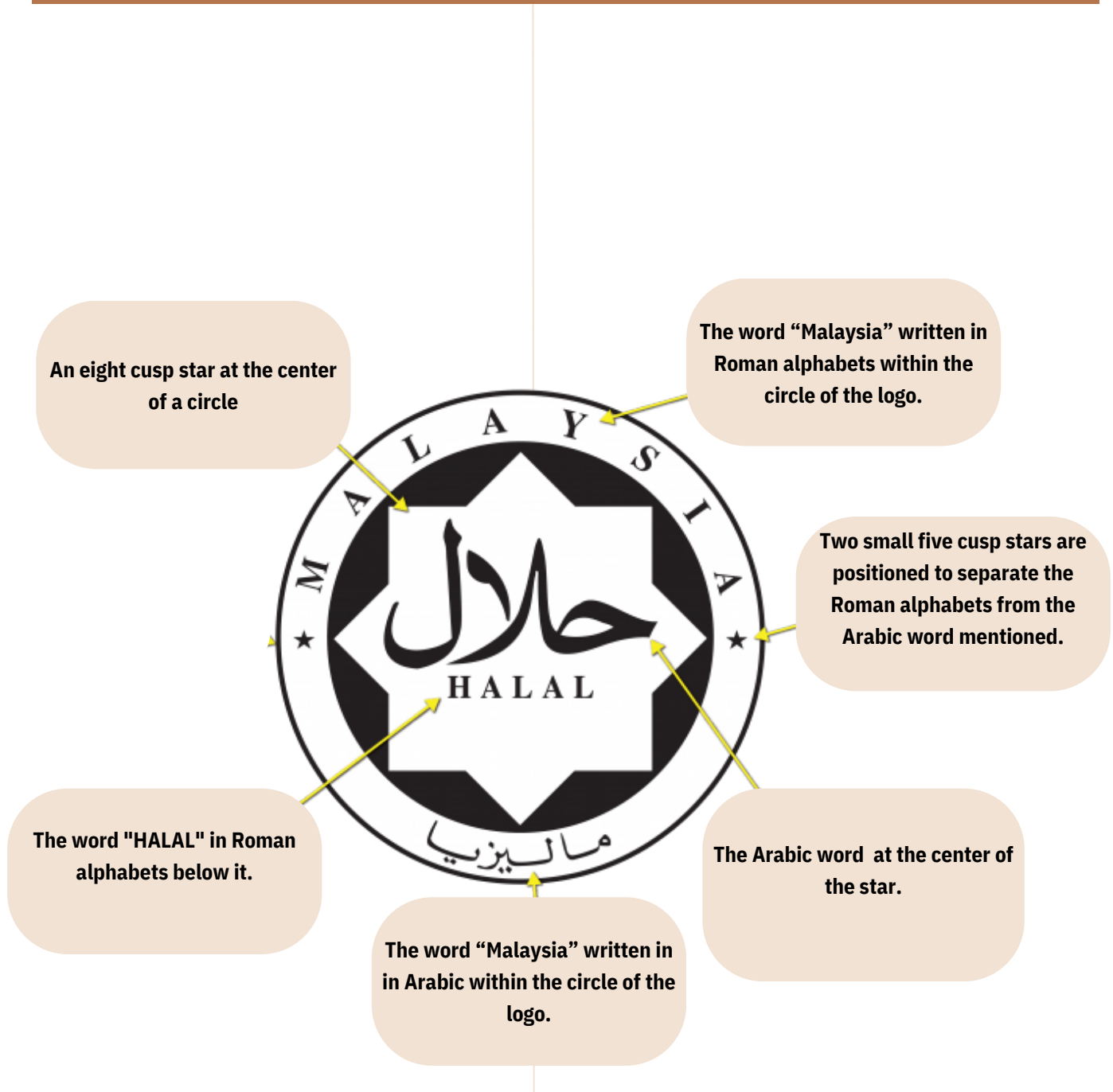
Recognize types of Malaysian halal standards

MALAYSIAN MUSLIM FRIENDLY HOSPITALITY SERVICES-REQUIREMENTS (MS2610:2015)

Provides guidelines and requirements for managing tourism facilities, products, and services for Muslim travelers in accommodating premises, tour packages and tourist guides.

4.3 EXAMINE HALAL LOGO AND CERTIFICATION

4.3.1 Sketch halal logo by JAKIM



4.3 EXAMINE HALAL LOGO AND CERTIFICATION

4.3.2 Measure halal logo not allowed under Trade Description Act (TDA) 2011



LOGO IFRC



LOGO SEA



LOGO IFANCA
INTERNATIONAL



OLD LOGO JAKIM



LOGO JAIN



LOGO ARE NOT ALLOWED

4.3 EXAMINE HALAL LOGO AND CERTIFICATION

4.3.3 Fixes general requirements for halal certification

- a. **Raw material**
- b. Processing
- c. Packaging and labelling
- d. Food premise
- e. Worker
- f. Sanitation system

Requirements of Raw Materials/ Ingredient/ Processing Aid:

- i. Ensure raw material/ ingredient sources are halal and safe;
- ii. Raw material/ ingredient which are sourced from animal shall have a valid halal certificate;
- iii. Sources of imported animal-based raw materials shall come from approved plants by JAKIM and Department of Veterinary Services (DVS);
- iv. Raw material without halal certification shall be accompanied with complete specification (indicating material composition, flow chart and its raw material sources);
- v. Raw materials, processing aid and product/ menu shall be listed in detail in the application form; and
- vi. Non-halal raw material/ ingredient is not allowed to be stored in the premise.

4.3 EXAMINE HALAL LOGO AND CERTIFICATION

Fixes general requirements for halal certification

- a. Raw material
- b. **Processing**
- c. Packaging and labelling
- d. Food premise
- e. Worker
- f. Sanitation system

Requirements of Processing

- i. Products applied should be produced consistently with updated production record;
- ii. During preparation, handling, processing, packaging, storage or transfer of products, they shall be in compliance to requirements by the Shariah law and remain clean as well as comply to Good Manufacturing Practices (GMP)/ Good Hygienic Practices (GHP);
- iii. No mixing between raw materials/ products with non-halal materials/ sources or those with uncertain halal status;
- iv. Transportation used shall be for halal products only; and
- v. Use of appliances/ brushes from animal hair is not allowed.

4.3 EXAMINE HALAL LOGO AND CERTIFICATION

Fixes general requirements for halal certification

- a. Raw material
- b. Processing
- c. **Packaging and labelling**
- d. Food premise
- e. Worker
- f. Sanitation system

Requirements of Packaging and Labelling

- i. Every packaging label should be printed prominently, clearly and indelible;
- ii. The packaging label shall contain information according to the rules, act and related standards; amongst which are:
 - a. name of product;
 - b. Malaysia Halal Logo with the Malaysia Standard (MS) number and the file reference number (the last 10 digits); Example: Food Product Category MS1500: 2009 1059-02/ 2008
 - c. net content shall be stated in metric measurement (SI unit)
 - d. name and address of the manufacturer, importer and/ or distributor and its trade mark;
 - e. list of ingredients;
 - f. coding number to show the date and/ or production batch number and expiry date; and
 - g. country of origin.

4.3 EXAMINE HALAL LOGO AND CERTIFICATION

Fixes general requirements for halal certification

- a. Raw material
- b. Processing
- c. **Packaging and labelling**
- d. Food premise
- e. Worker
- f. Sanitation system

- iii. Labelling and advertising shall not contravene the principles of Shariah law and shall not highlight indecency which contradicts the Shariah law;
- iv. The Malaysia Halal Logo cannot be used on promotional products in conjunction with non-Islamic religious festivals or together with nonIslamic religious emblem;
- v. Name of product does not use the word 'Halal' and names with elements of religion and god; and
- vi. The packaging material shall not be made from materials which are classified as najis.

4.3 EXAMINE HALAL LOGO AND CERTIFICATION

Fixes general requirements for halal certification

- a. Raw material
- b. Processing
- c. Packaging and labelling
- d. **Food premise**
- e. Worker
- f. Sanitation system

Requirements of Food Premise

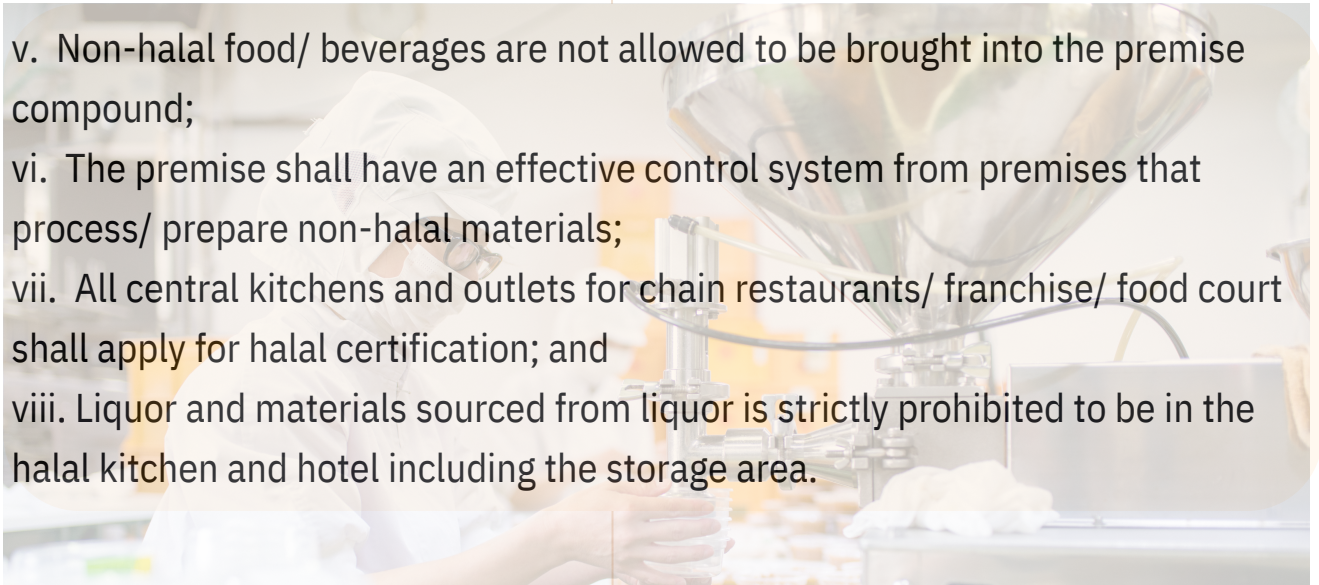
- i. Equipment used shall be free from najis, does not contain any hazardous materials and results in side effects to the products produced;
- ii. Appliances/ brushes from animal hair are not allowed;
- iii. The arrangement of equipments and goods in the factory shall be neat, tidy and safe;
- iv. Workers are not allowed to live in the premise compound. If it is necessary, living quarters for the workers shall be:
 - a. having separate entrance to the premise compound;
 - b. no direct passage way from the worker's living quarters to the premise compound; and
 - c. there is a control mechanism on the movement in and out of workers.

4.3 EXAMINE HALAL LOGO AND CERTIFICATION

Fixes general requirements for halal certification

- a. Raw material
- b. Processing
- c. Packaging and labelling
- d. **Food premise**
- e. Worker
- f. Sanitation system

- v. Non-halal food/ beverages are not allowed to be brought into the premise compound;
- vi. The premise shall have an effective control system from premises that process/ prepare non-halal materials;
- vii. All central kitchens and outlets for chain restaurants/ franchise/ food court shall apply for halal certification; and
- viii. Liquor and materials sourced from liquor is strictly prohibited to be in the halal kitchen and hotel including the storage area.



4.3 EXAMINE HALAL LOGO AND CERTIFICATION

Fixes general requirements for halal certification

- a. Raw material
- b. Processing
- c. Packaging and labelling
- d. Food premise
- e. **Worker**
- f. Sanitation system

Requirements of Worker

- i. Workers shall practise code of ethics and Good Hygienic Practices (GHP) as stated in the Food Hygiene Regulations 2009 and other related regulations; and
- ii. Workers shall wear proper and suitable attire.



4.3 EXAMINE HALAL LOGO AND CERTIFICATION

Fixes general requirements for halal certification

- a. Raw material
- b. Processing
- c. Packaging and labelling
- d. Food premise
- e. Worker
- f. **Sanitation system**

Requirements of Sanitation System

- i. Environment: The environment shall be clean and its cleaning schedule shall be properly regulated and free from pollution;
- ii. Equipment:
 - a. Equipment used must be clean and sanitary;
 - b. Equipment, machine appliances and processing aids which have been used or in contact with najs mughallazah shall be religiously cleansed (sertu); and
 - c. Appliances/ brushes from animal hair are not allowed.
- iii. Pest Control: Applicants shall have records of regular pest control system conducted by the company itself or contracted externally.
- iv. Cleaning Schedule: The cleaning schedule shall be prepared and properly monitored.

4.3 EXAMINE HALAL LOGO AND CERTIFICATION

Identify halal status via portal

1



Portal Halal Malaysia

<https://www.halal.gov.my>

Portal Halal Malaysia

Browse portal halal Malaysia

2



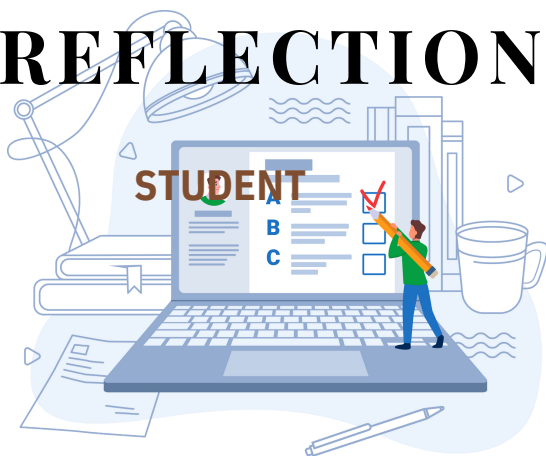
Key in “word” for verify Halal Status

3



List of company appear

REFLECTION



Due to increasing awareness of Halal food products, customers are becoming more concerned about the food they purchase. Retailers often presume that they will purchase the food products if the Halal indicators are labeled.

Identify **FOUR (4)** product/service halal status via portal?

1).....

2).....

3)

4)



5.0 HALAL RETAIL ISSUES AND CHALLENGES

At the end of this chapter, student will be able to:

5.1 Explain issues and challenges in halal retail

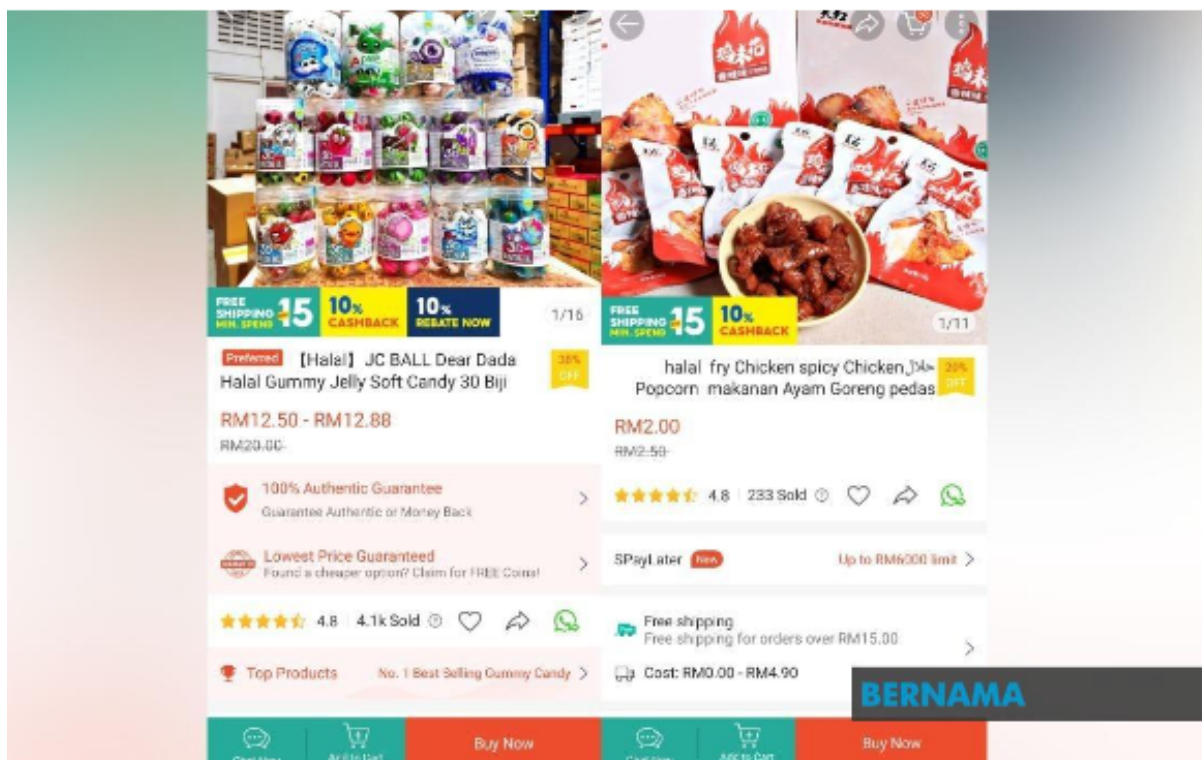
5.1.1 Describe the current issues



5.1 EXPLAIN ISSUES AND CHALLENGES IN HALAL RETAIL

Describe the current issues

HALAL STATUS UNCERTAIN



Through Bernama's survey on the Shopee application, there are many products that claim to have 'halal' certificates from overseas Islamic bodies but are actually not certified by JAKIM. --fotoBERNAMA (2022) ALL RIGHTS RESERVED

5.1 EXPLAIN ISSUES AND CHALLENGES IN HALAL RETAIL

Describe the current issues

HALAL STATUS UNCERTAIN

Among the products surveyed was a food product called Soft Gummy with Jam, a type of flavoured jelly candy from China which is popular among Malaysian consumers. This delicacy carries a halal logo from Halal Food Council International (Malaysia & Asia Region) and it is sold in containers priced at RM12 to RM15 each. To date, thousands of containers of this product have been sold. The product is top-rated by consumers and most of them who reviewed it were Muslims. But not a single person asked about its halal status. Many other food products from China carrying the halal logo are also sought-after by Malaysian consumers, among them being instant noodles, boba balls and processed beef and chicken products such as popcorn chicken. A Malaysian wholesaler, who only wanted to be known as Encik Isa, imports “halal” food products from China and markets them via an e-commerce site. He told Bernama he decided to start this business after he found that Malaysians loved to eat spicy fare that came from China. “It’s a profitable business because my purchasing costs are low and I sell them at marked-up prices online,” he said. Currently, his hot-selling items include spicy tofu, instant noodles, fried mushroom and spicy hot pot sauce. “The beef fried with cumin is also a favourite with my loyal customers. Dealing in China food products is, indeed, a profitable venture,” he added. When Bernama asked him about the halal certification for his products, he said it is issued by the Yunnan Province Islamic Authority. However, a check with the Halal Malaysia Official Portal www.halal.gov.my showed the agency concerned is not among the Islamic organisations recognised by Jakim.

5.1 EXPLAIN ISSUES AND CHALLENGES IN HALAL RETAIL

Describe the current issues

ONLY SIX BODIES RECOGNISED



Among the food products from China that were detected using the halal logo that is not recognized by JAKIM. --fotoBERNAMA (2022) ALL RIGHTS RESERVED

5.1 EXPLAIN ISSUES AND CHALLENGES IN HALAL RETAIL

Describe the current issues

ONLY SIX BODIES RECOGNISED

Commenting on this, Jakim's Malaysia Halal Council (MHM) Secretariat director Marzuki Hassan said to date, only six halal certification bodies in China are recognised by Jakim. They are Shandong Halal Certification Service, China Islamic Association, ARA Halal Certification Services Centre Inc, Linxia Halal Food Certification Centre, Shaanxi Shang Pin Yuan Halal Food & Restaurant Management Limited Company and Halal Certification Services Chongqing. They are all located in different provinces in China. Apart from that, halal certifications from 84 Islamic bodies in 46 other countries are also recognised by Jakim. The list can be checked at www.halal.gov.my. "We need to know that different countries have different methods of determining the halal status of a product. China's halal certification system is different from Malaysia's as that country doesn't have a specific authority to monitor and carry out the task of certifying the halal status of products. They only depend on Islamic associations and non-governmental organisations to carry out this task. In Malaysia, this task is carried out by Jakim and each state's respective state Islamic department/council," said Marzuki. According to him, MHM's duty is to certify policies and strategic measures with regard to the management and development of the nation's halal industry; coordinate the management and development initiatives of the halal industry to maintain Malaysia's position as a global halal leader; and encourage the participation of the private sector in supporting the development of the halal industry.

5.1 EXPLAIN ISSUES AND CHALLENGES IN HALAL RETAIL

Describe the current issues

STRINGENT PROCEDURES



There are still many parties who arbitrarily use fake Halal logos to confuse consumers
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5.1 EXPLAIN ISSUES AND CHALLENGES IN HALAL RETAIL

STRINGENT PROCEDURES

Marzuki added that the halal certification process for products produced overseas must adhere to the strict standards set by Jakim. He said when an application for the appointment of a foreign halal certification body is received by Jakim, the latter will first ascertain that the Islamic body concerned is recognised and registered in the country of origin and has a panel of Syariah experts. “It must comply with all the procedures set by Jakim. Once approval is granted at the application stage, field audits will be conducted, including auditing the slaughterhouse/processing plant and factory. Next, an audit report on this will be tabled at Jakim’s Foreign Halal Committee meeting and the foreign halal certification body concerned will be notified of the decision taken,” he explained. He also stressed that the recognition can be withdrawn if there is a violation of any procedure or the body concerned fails to monitor the halal management of the slaughterhouse/processing plant and factory. On the deluge of products whose halal status is questionable on online sites such as Shopee and Lazada, he said Jakim has had meetings with their merchants to enlighten them on the halal aspect as applicable to Malaysia. Jakim has also developed the Smart Halal and Verify Halal applications to enable consumers to check the halal status of the products they wish to buy through their mobile phones. “Verify Halal is an initiative by Jakim to build a quality repository of halal products. All halal products listed there have been certified by halal certification bodies recognised by Jakim. To date, various countries including the Philippines, India, Taiwan and Japan are collaborating (with us) through this application. “Through the two applications (Verify Halal and Smart Halal), users can also check the halal status of non-food products such as cosmetics and pharmaceuticals as well as the halal status of restaurants and hotels,” he said, adding that as of now, over 100,000 users have downloaded the applications.

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