CRITICAL SUCCESS FACTORS OF HALAL SUPPLY CHAIN MANAGEMENT FROM THE PERSPECTIVE OF MALAYSIAN HALAL FOOD MANUFACTURERS

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Abstract
The purpose of this paper is to unveil critical success factors which are important for Halal Supply Chain Management from the perspective of Malaysian Halal Food Manufacturers. Societal Marketing concept prevailing in organizations and Halal Supply Chain Management is the practical shape by delivering value and societal value chain in complete supply chain, taking care of consumers and society’s long term interests simultaneously meeting company’s requirements. For this study 389 questionnaires were sent to different respondents out of which 257 we received and questionnaires were sent to Halal Food Manufacturers operating in Malaysia who involved in whole supply chain of Halal Food. For this study, data were gathered and analyzed which depicted that Halal Purchasing, Halal Food Quality and Hygiene, Halal Warehousing, Halal Logistics have positive effect and impact on Halal Supply Chain Management. This study has the implication of giving societal value chain at the same time reaping economic benefits for Malaysian Halal Food manufacturers by making all the value chain according to Shariah compliance having better quality food and hygiene for all humanity. Above depicted factors plays a significant role for Halal supply chain management. This topic is less empirically addressed, so the current analysis will contribute to develop the understanding on significant issue.

Key words: Halal Supply Chain Management, Halal Food Manufacturers, Halal Purchasing, Halal Food Quality and Hygiene, Halal Warehousing, Halal Logistics

1. Introduction
The global halal market is growing. The Halal food market is currently worth 16% of the total global food industry and could report for 20% of world trade in food products in the future (Van der Spiegel et al., 2012). Asia, Africa and Europe report for respectively 63%, 24%, and 10% of the international market (Hashim, 2010). It appears that, an increased number of consumers ask
for food products that meet the terms with Islamic law, like food products that do not contain pork or that hold ritually slaughtered meat. Account for the total number of Muslims worldwide at 1.62 billion heads, representing 23.4% of an anticipated 2010 world population of 6.9 billion. Europe has a Muslim populace of approximately 44.1 million Muslims, which consist about 2.7% of its total population (Grim & Karim, 2011). Thus, the Muslim population constitutes a substantial market segment in today’s food market. Until lately, the food industry has mainly ignored the Muslim consumer segment (Bonne & Verbeke, 2008). But now a day the global Halal food industry is sprouting. Especially Asian countries have taken initiatives such as the improvement of Halal standards, traceability systems, and Halal science centers (Hava, 2010; Junaini & Abdullah, 2008).

At present, European food industry made investment in the production of Halal food. Some European retailers endorse fresh Halal meat to their assortments, and some European producers export products to Muslim countries. Most of the Halal products are channeled through the Netherlands to dole out markets within Europe, the Middle East and Africa. The Netherlands formulate the first ever facility of Halal storage and warehousing in the world, which has in turn stirred the development of a worldwide Halal supply chain (Van der Spiegel et al., 2012). All products formed for the needs of Islamic consumers must meet the terms with Halal criteria. These criterions submit to the nature, origin, and the dispensation method of the food product (Bonne & Verbeke, 2008). A Halal food product narrated as a food made according to Islamic law (Ceranić & Božinović, 2009). Halal dietary laws establish which foods are allowed or prohibited (i.e. haram) for Muslims. These laws are establish in the Quran and the Hadith, and are described and interpreted by Muslim scholars (Riaz & Chaudry, 2004).

For Muslims, the dietary laws are binding and must be observed at all times (Bonne & Verbeke, 2008). Muslims are thoughtful to the content of their foods, for example, since food chains are becoming longer and more complex (Bergeaud-Blackler, 2005). Products and ingredients are progressively more originating from international trade. Moreover, amalgamated products may be mixed or contaminated with haram food. Numerous ingredients like emulsions or aromas have indistinctly definite origins which are not obligated to declare on the food label (Ceranić & Božinović, 2009). Food can be impure with pork, included in the form of emulsifier or other substances such as gelatin, enzyme, glycerin, and lecithin. For example, pork fat can be used in bread as an essence of emulsifier E471 and E472. Other aspects of halal manufacturing that cannot be considered analytically are animal welfare, the ritual slaughter method, handling and separation of halal animals, cleaning and disinfection, separation of halal and haram food at all stages of the halal food supply chain, and low concentrations of haram contaminants (Van der Spiegel et al., 2012). This problem lure to figure out critical success factors which are important and significant for Halal Supply Chain Management from the perspective of Malaysian Halal Food Manufacturers and by adopting them complete supply chain become Halal by providing societal value chain.

Certification and labeling are desirable to show consumers and buyers within the chain that products are contrived by Halal production methods. Laboratory analysis of specific haram ingredients and audits of Halal manufacturing can demonstrate non-compliance and compliance with Halal requirements and can, therefore, be used for confirmation of certificates and Halal assurance systems (Van der Spiegel et al., 2012). Recently, a Global Halal Management System (GHMS) has been urbanized, which addresses products, processes and systems with a comprehensive scaffold to meet current industry demands. Specifically, the GHMS covers five major rudiments: Halal essential Requirements, Quality Management Systems, Food Safety
assertion Plans, Corporate Social Responsibility and Environmental Management and Sustainability. This system is based on the Thai halal standard THS24000:2552 urbanized by the Central Islamic Committee of Thailand (CICOT). CICOT has instigated to prescribe their Halal standard as a global standard to attain Thai Halal products being acceptable globally and to endorse these products for growth of the market in the future (Dahlan et al., 2013).

In Thailand, moreover the Thai halal standard, a traceability system also exists (i.e. Halal Superhighway) (Marco Tieman, 2011b). This system combines the Halal standard and food safety system to bond the Halal information in the entire supply chain (Saifah, 2010) and to pledge consumers that food products are religiously safe. Besides Thailand, numerous countries such as Malaysia, Indonesia, UAE, Persian Gulf countries, and Austria, have already implemented their own Halal standards. Malaysia has a very good standing of their Halal standards that are certificated by JAKIM (Department of Islamic Development Malaysia). JAKIM has urbanized a traceability system through which details of Halal products can be confirmed by consumers (Anir, Nizam, & Masliyana, 2008; Junaini & Abdullah, 2008; Nasir, Norman, Fauzi, & Azmi, 2011). Moreover, Malaysia placed quality standards that engage the processing of Halal food. At present, the Malaysian government is using the global Halal market as a prospect to institute the country as a Halal hub for Halal products in this region. To achieve this goal, the government placed some international quality standards and the Malaysian standard MS1500:2004 to be complied with Malaysian food manufacturers in the manufacturing of food. The Malaysian standard described practical course of action for the food industry on the grounding and handling of halal food (including nutrient supplements) and serves as an essential prerequisite for food products and food trade or business in Malaysia (Noordin, Noor, Hashim, & Samicho, 2009; H. A. Talib & Ali, 2009).

Major aspects of halal auditing have been prescribed in standards and guiding principle, like the Malaysian standard ACB-Halal Product. Certification organizations have also urbanized their own audit schemes (Van der Spiegel et al., 2012). When food products are labeled with a Halal logo, food dispensation companies require the authorization from an officially accepted certifying organization to verify the Halal production. This certifying company will audit and certify products, raw materials, additives, manufacturing facilities, administration and management (Soenaryo & Apriyantono, 2001). Most authors only focus on assessment of the slaughtering process (Ziegler, 2007). However, haram contamination can take place in the entire halal food supply chain, e.g. from breeder to livestock farmer, distributor, slaughterhouse, meat processor, retailer, and consumer (Bonne & Verbeke, 2008; Snijders & Van Knapen, 2002; Zadernowski, Verbeke, Verhé, & Babuchowski, 2002). It has been depicted by (Riaz & Chaudry, 2004) that the following Halal significant control points (HCCPs) in the Halal meat supply chain, i.e. halal animal, animal welfare, stunning, knife, slaughter person, slaughter method, invocation, packaging and labeling, and Halal meat outlet.

It has been argued by (Soenaryo & Apriyantono, 2001) that the most vital point to prevent use of haram materials in production is the purchase of raw materials and ingredients. Moreover, receipt control and storage are significant due to the latent risk of using haram ingredients and cross contamination. Halal and haram food should be estranged at all stages of the halal food supply chain. Furthermore, all Halal products that are stored, displayed, sold or served should be categorized and should be labeled as Halal at every step of the process to avert them from being varied or contaminated with haram items.
2. Literature Review
2.1. Halal Purchasing
Purchasing is an imperative marketing discipline in defining the buyer-supplier relationship, also known as reverse marketing (Biemans & Brand, 1995; Leenders & Blenkorn, 1988) or backward integration (Kraljic, 1983). There is prospective to build up an overall ethical (food) brand by harnessing Islamic values and attributes like animal welfare, health, sustainability, less waste, fair working conditions (El Garah et al., 2012). Since most companies today use more than half of their sales turnover on purchasing products and services, the management of the company’s external resources becomes critical in the manufacturing of a halal (food) product and its entire value chain (Jan, 2012; Porter, 1985; van Weele, 2002). The supply foundation is therefore a key part of the supply chain. Supplier capabilities can help distinguish a producer’s final product and endow with a competitive advantage for a brand (Carter, 2011; Monczka, Handfield, Giunipero, & Patterson, 2015; Thompson, 1996). It has been stated by (Marco Tieman, 2011a) that procurement has an imperative function in each phase with higher requirements along the four phases. He also argues that the foundation of Halal supply chain management is based on direct contact between Halal and haram, risk of contamination and insight of the Muslim consumer. It has been argued by (Marco Tieman, van der Vorst, & Che Ghazali, 2012) and showed in their Halal supply chain model that for Halal food supply chains, the supply chain business process procurement is of significance. Furthermore, procurement is critical in a Halal food supply chain, for its position in defining and managing the upstream supply chain network configuration through commodity strategies; establish specification, supplier selection and integration; and ordering, expediting and assessment of suppliers. Emphasized on the significance of the buyer for the competitive nature of an industry and stated that procurement is an important supporting activity of a value chain (Carr & Smeltzer, 1997; Porter, 1979, 1985) and therefore the Halal value chain. This sustaining role was entrenched by (Ellram, Zsidisin, Siferd, & Stanly, 2002) in their research on the impact of purchasing and supply management activities on corporate success. The procurement function plays a critical part in the sourcing of Halal certified raw materials, ingredients and additives, packaging materials, transportation, warehousing, etc. (Marco Tieman & Che Ghazali, 2013). By developing a halal compliant procurement function, this function should first of all make sure the right intent (Alserhan, 2010; Laldin, 2006), responsible Islamic business ethics (El Garah et al., 2012) and Islamic leadership (Beekun & Badawi, 1999). Therefore, Halal wants dedication at top management level through a Halal policy (Halalan-Toyyiban, 2010), which acts as basis for the procurement. Recognizing that Halal goes all the way through an evolution (Marco Tieman, 2011a; J. Wilson, 2012), Halal has clear implications for the purchasing function, where Halal has traditionally been addressed by the industry as a part of a product specification. A Halal procurement maturity model could offer guidance in establishing a concrete procurement function based on Islamic values. The projected Halal procurement maturity model recognizes three stages i-e (1) Viewing Halal compliance as opening; (2) Make supply chains Halal; and (3) Make value chains Halal (Marco Tieman & Che Ghazali, 2013). In the first stage, the main undertaking is to get the “house in order”. This addresses the Halal certification of the organization, ascertaining a Halal committee and defining and communicating a Halal policy. Vital is to create responsiveness in the organization on the value of Halal compliance (for a competitive advantage) through in-house training and internal awareness campaigns. In this step, purchasing is assessing the present Halal compliance of all their suppliers in terms of Halal certification for those goods categories where Halal is important, such as raw materials,
packaging, logistics, food processing equipment, maintenance, repair and operations (MRO), and insurance (Marco Tieman & Che Ghazali, 2013).

In the sourcing of animal based ingredients, special concentration is paid to the requirement of Halal, namely machine slaughtered and stunning, which requirements depend both on the Halal certification of the factory and the requirements of the destination market (which might be more stringent). High-risk suppliers, suppliers of animal based products or based in a non-Muslim country, need more rigorous auditing as compared to other suppliers. An important function of the Halal purchasing team is to synchronize Halal standards of suppliers, through a vigorous dialogue with the domestic Halal authority and the suppliers. The Halal purchasing team is liable to recognize and implementing changes required in the procurement strategy and purchasing processes of the company (Marco Tieman & Che Ghazali, 2013). The connotation of Halal for purchasing and the supply management strategy has two possible effects. First halal has impact on the financial result for Manufacturers of Halal receptive products, namely: “is the product animal based?” Examples of animal based products are raw meat, processed meat, ingredients/additives ensuing from animals (like gelatin) and processed products that contain these items. Partners in non-Muslim countries that offer Halal compliant products and services have invested in Halal certification/compliance, are expert and are often not well restricted and supported by its government in terms of its Halal compliance. This requires a more rigorous relationship with these suppliers (Marco Tieman & Che Ghazali, 2013).

2.2. Halal Food Quality and Hygiene

The Halal requirements and system are emphasized on Halal manufacturing process. Recently, the matter of Halal food, which focuses on the food and beverage industry, has engrossed publicity in Malaysia. They especially do the execution of food quality practices such as Good Manufacturing Practices (GMP) and ISO9000/ Hazard Analysis Critical Control Point (HACCP). Therefore, Department of Standards Malaysia has urbanized a Halal standard for foods, MS1500:2004, covering from the production of Halal foods, preparation, handling and storage. In addition these, food quality is also essential to be safe, hygienic and healthy (Thomson, 2009). Halal Food should be clean and safe exclusive of any traces of dirt as well as free from forbidden ingredients (haram), which are lawfully enforced by Islamic law (Ratanamaneichat & Rakkarn, 2013).

Muslims shall have food which is legal according to Islamic law with healthy ingredients. The phrase "Foods which are lawful according to Islamic law or Halal food" has an extensive connotation. First, sources of food are lawfully obtained and free from thievishness or corruption, those are ethical Halal. Second, it has to be Halal in terms of types or class of things to be consumed such as animals or ingredients that are contained in any food permitted by Islam, those are the physical contemplation that are they permit. In addition to both setting above, it also focuses on "Processing" or stages of manufacturing beginning from slaughter, washing and cleansing, packaging, storage, transportation, selling etc. Any practices transmit to personnel and premise hygiene which secure for safety, good manufacturing practice, storage and distribution. Measures are applied to food production chain to pledge that the step of food preparation is safe to consume. Any person producing food for sale is prohibited to use any material that has been forbidden or can discharge contaminants that are dangerous or harmful to human health. Food for sale is to be packaged using methods that shun spoiling or contamination. If the effects of a packaging material on human health are not identified, it cannot be used prior to being checked for safety (Ratanamaneichat & Rakkarn, 2013).
The purpose of Halal should apply to all stages of processing from “Farm to table” (H. Mohd, 2004). Food hygiene and quality is important to be applied by food manufacturers in providing foods that are safe and suitable for consumption as it is critical for Halal food supply chain management. Halal food manufacturers should also need to make sure that consumers are provided with clear and easily understood information by labeling or other appropriately. This avoids food from contamination from food borne pathogens. Food hygiene practice should be used throughout the food supply chain from main production through to a final stage for consumption; setting out the key hygienic controls and conditions at each stage of production. The company ought to set up Halal Assurance System (HAS) and legitimately assign persons to be a Halal team of the company or Internal Halal auditors whose responsible in ensuring the Halal production by implementing HAS. Halal Assurance System is a part of company management policy and ought to be documented. As a management system, the key components of HAS are Halal policy (commitment), planning, doing (implementation), monitoring and assessment, and, corrective action as a cycle (Ratanamaneichat & Rakkarn, 2013).

Safe food is the food that does not cause impairment to the consumers when it is prepared and/or eaten according to its anticipated use. In order to pledge that the food is safe, the Halal food manufacturer should take essential steps to comply with Good Manufacturing Practice (GMP) and Good Hygiene Practice (GHP) (Ratanamaneichat & Rakkarn, 2013). Good Manufacturing Practice is where the manufacturer applies the amalgamation of manufacturing and quality control procedures to make sure that product are consistently manufactured to their specifications. The Codex broad Principles of Food Hygiene and the Malaysian Standard MS 1514 on General Principles of Food Hygiene lay down a firm base in hygienic practices in ensuring food hygiene. These principles are internationally known and the guidelines can be utilized together with other precise and suitable codes of hygienic practice. There are some key principles that are critical to assure food hygiene:

1. Emphasis should be on main production, which should be conceded out in an area where the presence of potential harmful substances does not contaminate the food until it reached unacceptable level.
2. Establishments or premises where food is produced have to be situated in areas free from potential sources of contamination, such as areas that are prone to pest influx. Equipment and facilities should be situated, designed and constructed to make sure minimum contamination, easy maintenance and cleaning, and regularly disinfected and protected against pest.
3. Control of process through preventive measures should be constantly implemented throughout the system to reduce the risk from food hazards at the suitable stages of the production.
4. Make certain ample and appropriate maintenance and cleaning program, pest control system, waste removal, storage, and sanitation systems.
5. Make sure personal hygiene is carried out.
6. Continue satisfactory control measures during transportation to prevent contamination from dust, fumes, or variation of temperature and humidity.
7. Product should be labeled with lot recognition and product information.
8. Workers who are in direct or indirect contact with food should be trained and/or instructed in food hygiene to a level suitable with the operations they are performing.

Food hygiene holds steps and procedures that control the operational conditions within a food establishment, allowing for complimentary environmental conditions for production of food that are safe and suitable for human consumption.
Food hygiene is the foundation for the production and preparation of safe food. Unsafe food may instigate food poisoning and food borne illnesses. Thus, Halal food safety has impact on individual health and ultimately on Halal supply chain management (Ratanamaneichat & Rakkarn, 2013).

2.3. Halal Warehousing

The Halal paradigm which focuses on risk minimization will persuade the decision-making patterns with cognitive, affective and co native (J. A. Wilson & Liu, 2011). Halal, which is based on fiqh (Islamic jurisprudence), at first influenced the Muslims that this matter will only affect them. However, unpredictably, multinational companies from non-Muslim countries also adopted the concept of Halal into their industries (J. Wilson, 2012). The growth of the Muslim populace in the world also resulted in the augment of their purchasing power. Besides that, mounting political and cultural power of Muslims either in Muslim-majority or Muslim-minority countries, as well as the surfacing of a new knowledgeable middle-class Muslim consumers encouraged manufacturers to endow with goods and products which comply with the Muslim religious requirements (J. A. Wilson & Hollensen, 2010, 2013; J. A. Wilson & Liu, 2010, 2011). It is a consequence from an increase in their thoughtfulness of Islam. They have grown to be more guarded of the Muslim religious obligations. They lean to be more cautious about the kind of products which are allowed to be consumed by Muslims. This makes the limpidness of the products important to them. This understanding has influenced the manufacturers to look for their Halal requirements. With the legality of some Halal products coming under fire, the industry is now demanding more specialized Halal-compliant solutions for its supply chain process (Bahrudin, Illyas, & Desa, 2011).

It is pretentious by the behavior of Muslim consumers, nowadays, who are not only looking for Halal products, but also those which implicated Halal processes (Omar & Jaafar, 2011). Hence, to meet the demand of Halal consumers in the industry, the logistics service providers have come up with a new solution which is known as the “Halal supply chain”. The Halal supply chain is a new approach and has been resultant from the augment in demand for Halal products not only in Malaysia, but all over the world. The Halal supply chain has been defined by (Omar & Jaafar, 2011)as an amalgamation of business processes and activities from the point of origin to the point of consumption according to the Islamic law known as Shariah. The main intention of the Halal supply chain is to sustain Halal integrity of Halal products in order to clear doubts among Muslim consumers at the point of consumption. As it is merely based on Shariah, the Halal supply chain is being promoted as the only approach that could make sure that the Halal status is accorded to Halal products. It has been pointed out by (Marco Tieman, 2011a)that the Halal supply chain is an imperative approach to corroborate consumers of the integrity of Halal products at the point of consumption, as all the activities implicated in the Halal supply chain have already fulfilled all the requirements needed to qualify for the Halal status. The activities involved in the Halal supply chain are warehousing, transporting, sourcing, handling of products, inventory management and other related managements. It has been depicted by (Tan, Razali, & Husny, 2012)that logistics management facility such as Halal warehousing play a large part in the success story of the Halal industry by ensuring the integrity of the Halal products. It has been pointed out by (Shah Alam & Mohamed Sayuti, 2011)that if products are not handled or stored accordingly, they would not be regarded as Halal. The literature also shows that if the Halal manufacturers do not adjust the Halal supply chain activities in their supply chain processes, they will situate their Halal status in doubt. This comes
out as though the adoption of the Halal warehouse is a must, and in fact, it is also integrated in
the Halal supply chain activities. As the market value of Halal products keeps on increasing, the
number of companies certified as Halal manufacturers also increases. However, according to the
report of the Halal warehouse providers, the espousal rate of their services is not increasing as
fast as they expected (Ngah, Zainuddin, & Thurasamy, 2015).
Due to the verity that the matter of integrity for the Halal food supply chain has become an
increasingly important topic (M Tieman, 2007), it is better now for Halal-certified companies not
to focus only on their production and ingredients, but to expand the Halal issue to the entire
supply chain in ensuring that their transportation, storage and handling processes are in
compliance with Shariah and convene the requirements of their target Muslim market. It had
been pointed out by (M Tieman, 2007) that Halal integrity could be sustained if the products are
handled and stored in the right way, as Halal integrity will come from diverse activities in the
supply chain (Marco Tieman, 2011a). As part of the Halal supply chain activities, the severance
of Halal products and non-Halal products is a must. Once Halal products come into the
warehouse, all tools such as pallets or load carriers which will be used to handle the products
must be from different sets than the one that has been used to handle the non-Halal products.
Then, the Halal products will also be positioned on different racks (Z. Talib, Zailani, &
Zanuddin, 2010; M Tieman, 2007). In other words, if the food is not handled or stored
accordingly, it would not be regarded as Halal (Shah Alam & Mohamed Sayuti, 2011).
Substantiation ropes that goods spends a lot of time in storage and comparatively little time in
the movements and transformations. Hence this is an important squabble to address the Halal
compliance for storage and warehousing (M Tieman, 2007). Since Halal goods expend more time
in storage, and storage is a place where manufacturers keep their merchandise before it is
delivered to its destinations. In Halal supply chain, it is unsoiled and Halal from ranch to fork. It
is analogous to the Halal transport notion, which Halal and non Halal product can’t be put
together. It depends on what types of goods to be stored drenched. Every merchandise has their
own means of conducting Halal products. Foods such as meat, pharmaceutical products and
 cosmetics merchandise has their own distinctiveness. Since there are differences in product
 distinctiveness, it also desires a diverse handling to uphold their Halal integrity (Ngah,
Zainuddin, & Thurasamy, 2014).

2.4. Halal Logistics
Logistics is explained as all activities which assist movement and the coordination of supply and
demand in the formation of time and place utility (Heskett, 1964). Logistics can also be delineate
as the process of planning, implementing and controlling the efficient, effective flow and storage
of goods, services and associated information from the point of origin to the point of
consumption for the function of conforming to customer requirements (Lambert, Stock, &
Ellram). The purpose of logistics is to make sure that customers are able to enjoy, use or
consumed the products at the right time, at the right quantity, right narrative and in good
condition. Therefore, logistics management engage a series of activities, namely, transportation,
storage and warehousing, inventory management, material management, product arrangement
and customer service. All Halal products must pursue the Shariah which utter that products must
be safe, not harmful and wholesome right from the origin until final consumption. Thus, adopting
 Halal into logistics perspective, it must be make sure that the products during anylogistics
activities, such as transportation or storage, must hold on to Shariah principles (Syazwan Ab
Talib & Bakar Abdul Hamid, 2014).
According to (Marco Tieman, 2011a), the distribution, storage, handling and procurement of Halal products must pursue the Shariah principle to be considered Halal. It had been depicted by (Man, Aida, Raha, & Son, 2007; Zulfakar, Jie, & Chan, 2012) Halal logistics as analogous to conventional logistics activities, comprising planning, implementing and controlling the distribution and storage of Halal-certified products from the source to the point of consumption. To ensure an entire practice of Halal logistics, (Lodhi, 2009) expresses that throughout key stages in logistics and supply chain activities, all Halal products must be confined from non-Halal products or substances until it arrives at the final destination. The Halal logistics competencies and know-how are crucial to maintain the integrity of the Halal products. While transporting Halal products, Halal and non-Halal goods are not intermingled on a load carter (like trolley or pallet) or in a container/ common transportation vehicle (in case of bulk shipments)(Ngah et al., 2014). There is also an apparent divergence in transportation in case of ambient or reefer (chilled or frozen), (M Tieman, 2007) this is the distinctiveness of Halal in Islam. It is very facet and obvious since there is Hadith said that it is clear between Halal and Haram. In order to uphold the Halalaness of the Halal products, it must be handled by the right person with the right procedure. It can’t merely put together all the products in the same transport without taking into consideration the Halal status of the products going to be stirred to the right destination. If there is any misconduct, the Halal reliability of the products could be questioned. For refrigerated shipments there should be no amalgamation in the similar container/common transportation storage of Halal and severe Najis (items regarded as ritually unclean) like pork. In case of ambient transports, there should be no amalgamation of Halal and non-Halal goods on a pallet or load carrier, and tertiary packaging should be used to guard the Halal cargo along the supply chain (Ngah et al., 2014). Sustainability of meat supply can also be enhanced by mounting alternatives to conventional fare. Augmenting the assortment of obtainable choices is a way to improve food security(Farouk et al., 2015).

The Halal industry had long been renowned and supported by the Malaysian government, and several efforts had been implemented. The support has been prevalent from the origins right until the final consumption. Efforts concerning devoted Halal authority, Halal abattoirs, food premises, Islamic tourism, Halal pharmaceutical and healthcare products, Shariah-compliant logistics activities, Halal market conventions and conferences are some of the many examples initiatives by the government(Syazwan Ab Talib & Bakar Abdul Hamid, 2014). The Malaysian government initiatives in inspiring the Halal logistics and Halal industry as a whole can be seen through efforts such as national budget distribution for product development, better Halal certification, promotion, education and training initiatives, and tax exemption (Mohd Adly, 2005; Ramli, 2006; Tan et al., 2012). The study concludes that logistics service providers uses ICT because of the want to uphold the Halal integrity and to augment the performance efficiency in the logistics and supply chain network. In addition, the adoption of IT mechanism for Halal transportation involves location tracking, product identification and data communication. Furthermore, IT is required to control logistics operation transparent and ultimately controls the entire Halal logistics activities. Besides that,(Zailani, Arrifin, Abd Wahid, Othman, & Fernando, 2010) stated that Halal traceability and tracking system can also be deemed an opening for Halal logistics since the vibrant efforts by logistics players and Halal product suppliers, as it will improve the service and product level as well as contributing transparency and greater control throughout the supply chain.

It had been argued by (Opara, 2003) that Halal supply chain traceability system should consist of product’s physical traceability, tracing succession of events, traceability of inputs, disease
traceability, genetic traceability and measurement traceability that covers both upstream and downstream in supply chain. Besides that, Halal traceability and tracking system is a beneficial business in the Halal industry (Zailani et al., 2010), and it is vital to lessen the risks associated with Halal logistics and supply chain. Additionally, the use of new technology in detecting Halal product and authentic Halal logo are also gaining reputation among industry players and consumers (Kassim, Yahaya, Zaharuddin, & Bakar, 2012; M. N. Mohd, Wahab, Helmy, & Yaakob, 2008; Yahaya, Kassim, bin Mazlan, & Bakar, 2011).

3. Research Questions
3.1. Main Question
What impact Halal Purchasing, Halal Food Quality and Hygiene, Halal Warehousing, Halal Logistics has on Halal Supply Chain management from the perspective of Malaysian Halal Food Manufacturers?

3.2. Sub Questions
1. What is the impact of Halal Purchasing on Halal Supply Chain Management from the perspective of Malaysian Halal Food Manufacturers?

2. What is the influence of Halal Food Quality and Hygiene on Halal Supply Chain Management from the perspective of Malaysian Halal Food Manufacturers?

3. What is the impact of Halal Warehousing on Halal Supply Chain Management from the perspective of Malaysian Halal Food Manufacturers?

4. What influence Halal Logistics have on Halal Supply Chain Management from the perspective of Malaysian Halal Food Manufacturers?

4. Methodology
4.1. Research Design
A survey based research design had been pursued by following the sampling technique depicted below.

4.2. Sampling Technique and Sample
For this study 389 questionnaires were sent to diverse respondents and 257 we’ve received from respondents. Respondents were both male and female, and of numerous different cultural and educational backgrounds. The age range of the Halal food Manufacturers who participated in this study was from 25 to 60 years old. As you can see, there was a wide variety of participants in this survey. The Manufacturers who owned Halal food business in Malaysia which involve all the supply chain of Halal food were asked to voluntarily participate. Dependent Variable is Halal Supply Chain Management and independent variables are Halal Purchasing, Halal Food Quality and Hygiene, Halal Warehousing and Halal Logistics. Participant data was collected thorough in one survey with 5- point likert scale only from (1) strongly disagree to (5) strongly agree. The survey enclosed a total of 25 questions and unfinished survey was not incorporated in the survey. To make analysis of data we employed Statistical Package for Social Sciences (SPSS) software in which analysis had been done in to two parts where part one will guide to descriptive statistics that will be used to describe and abridge data and include measures of central tendency (average)
and part two will lead to inferential statistics that will be used to identify differences between groups, look for relationships between attributes and form models in order to be able to make predictions. The methodology that we’ve adopted is discussed below one by one:

In order to get the overall summary of variable we’ve employed descriptive statistics in which we came to be acquainted with about the nature of response that we got from respondent like the value of maximum, minimum, mean and standard deviation. To substantiate the overall picture for identifying the relationship between dependent and independent variable, we’ve employed scatter-plots. This matrix illustrates all the possible two dimension plots of the variables. Correlation had been used to figure out the relationship between variables as well as check the strength of the relationship of different variables. Regression analysis had been done to figure out the effect size of independent variable on dependent variable that how much change will take place in dependent variable due to change in independent variable by employing regression equation for analysis. Value of R square was also focused to observe the contribution level of variable mean as how much independent variable adding in changing the value of dependent variable.

Since the intent of this study is to check the impact of Halal Purchasing, Halal Food Quality and Hygiene, Halal Warehousing, Halal Logistics on Halal Supply Chain Management from the perspective of Malaysian Halal Food Manufacturers. So below is the devised model and here in this study ordinary least square (OLS) method of simple regression employed to find such equation which could be used to find the impact of Halal Purchasing, Halal Food Quality and Hygiene, Halal Warehousing, Halal Logistics on Halal Supply Chain Management from the perspective of Malaysian Halal Food Manufacturers.

5. Model and Equation

Following model had been devised which also depicting the relationship of dependent variable and independent variables and an equation had been employed which will be discussed below.

From the perspective of above model the particular regression equation will take the following form.
HSCMi = C  + β_1HP_i + β_2HQH_i + β_3HW_i + β_4HL_i + ε_i

The above equation depicting that HSCMi is the dependent variable and C is the value of constant, β_1HP_i + β_2HQH_i + β_3HW_i + β_4HL_i are the values of independent variables shows the partial regression coefficient represents the change in dependent variable due to one unit change in independent variable. ε_i is the error term.

6. Analysis and Results
6.1 Descriptive Summary

Table 1: Descriptive Statistics

<table>
<thead>
<tr>
<th></th>
<th>N</th>
<th>Minimum</th>
<th>Maximum</th>
<th>Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Halal Purchasing</td>
<td>257</td>
<td>1.43</td>
<td>4.92</td>
<td>3.6335</td>
<td>.90453</td>
</tr>
<tr>
<td>Halal Food Quality and Hygiene</td>
<td>257</td>
<td>1.48</td>
<td>4.85</td>
<td>3.4562</td>
<td>.92564</td>
</tr>
<tr>
<td>Halal Warehousing</td>
<td>257</td>
<td>1.39</td>
<td>4.75</td>
<td>3.6525</td>
<td>.93569</td>
</tr>
<tr>
<td>Halal Logistics</td>
<td>257</td>
<td>1.29</td>
<td>4.69</td>
<td>3.5832</td>
<td>.98328</td>
</tr>
<tr>
<td>Halal Supply Chain Management</td>
<td>257</td>
<td>1.47</td>
<td>4.78</td>
<td>3.6535</td>
<td>.95586</td>
</tr>
<tr>
<td>Valid N (listwise)</td>
<td>257</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Table 1 illustrating descriptive statistics that show the overall picture of all the five variables. There were scales of 5 responses that direct to the options (strongly disagree, disagree, neutral, agree, and strongly agree). Number of annotations of each variable is 257. In the above table the mean values and the values of standard deviation of all the 5 variables had been mentioned. Mean value give the idea about the central tendency of the values of a variable. The mean value of the variables Halal Purchasing, Halal Food Quality and Hygiene, Halal Warehousing, Halal Logistics, Halal Supply Chain Management are 3.63, 3.46, 3.65, 3.58 and 3.65 respectively as an independent variable that characterizes positive Halal Supply Chain Management relations. If we scrutinize that all the variables the average response rate of respondent lie within the option 3-4 (3 is for neutral and 4 is for agree). The minimum option that is selected by respondent is 1 and the maximum option that is selected by respondent is 5. Standard deviation confers the idea about the dispersion of the values of a variable from its mean value. So, if we examine then in the response rate for the variable of Halal Purchasing has value of standard deviation (S.D. .904) which is the lowest value as contrast to other variable values. Which is showing that most of the respondent answers were same for the variable of Halal Purchasing and have uniformity in their response rate but if we examine then for Halal Logistics the value of standard deviation is (S.D. .983). Which is quite high as contrast to other variables which clearly showed that the response regarding Halal Logistics of most respondents were not the same and they don’t have consistency in their answers.
6.2. Scatter Plots

It had been contingent from the results of scatter plot matrix that there is positive relationship or association between Halal Purchasing and Halal logistics. It suggest that if there will be increase in Halal Purchasing then there will be increase in Halal Logistics as well. If there will be no increase in Halal Purchasing then there will be no increase in Halal Logistics. Therefore Ho rejected, H1 accepted means there is positive relationship between Halal Purchasing and Halal Logistics.

Hypothesis
H1 = There is a relationship between Halal Purchasing and Halal Logistics
H0 = There is no relationship between Halal Purchasing and Halal Logistics

It had been inferred from the results of scatter plot matrix that there is positive relationship or association between Halal Purchasing and Halal Supply Chain Management. It means that if there is increase in Halal Purchasing then there will be increase in Halal Supply Chain Management as well. If there will be no increase in Halal Purchasing then there will be no increase in Halal Supply Chain Management. Therefore Ho rejected, H1 accepted means there is positive relationship between Halal Purchasing and Halal Supply Chain Management.

Hypothesis
H1 = There is a relationship between Halal Purchasing and Halal Supply Chain Management
H0 = There is no relationship between Halal Purchasing and Halal Supply Chain Management

It had been inferred from the results of scatter plot matrix that there is positive relationship or association between Halal Food Quality and Hygiene and Halal Logistics. It means that if there is increase in Halal Food Quality and Hygiene then there will be increase in Halal Logistics as well. If there will be no increase in Halal Food Quality and Hygiene then there will be no increase in Halal Supply Chain Management. Therefore Ho rejected, H1 accepted means there is positive relationship between Halal Food Quality and Hygiene and Halal Logistics.

Hypothesis
H1 = There is a relationship between Halal Food Quality and Hygiene and Halal Logistics
H0 = There is no relationship between Halal Food Quality and Hygiene and Halal Logistics

It had been inferred from the results of scatter plot matrix that there is positive relationship or association between Halal Warehousing and Halal Logistics. It means that if there is increase in Halal Warehousing then there will be increase in Halal Logistics as well. If there will be no increase in Halal Warehousing then there will be no increase in Halal Logistics. Therefore Ho rejected, H1 accepted means there is positive relationship between Halal Warehousing and Halal Logistics.

Hypothesis
H1 = There is a relationship between Halal Warehousing and Halal Logistics
H0 = There is no relationship between Halal Warehousing and Halal Logistics
rejected, H1 accepted means there is positive relationship between Halal Warehousing and Halal Logistics.

**Hypothesis**

**H1** = There is a relationship between Halal Warehousing and Halal Logistics  
**H0** = There is no relationship between Halal Warehousing and Halal Logistics

It had been inferred from the results of scatter plot matrix that there is positive relationship or association between Halal Warehousing and Halal Supply Chain Management. It means that if there is increase in Halal Warehousing then there will be increase in Halal Supply Chain Management as well. If there will be no increase in Halal Warehousing then there will be no increase in Halal Supply Chain Management. Therefore, Ho rejected, H1 accepted means there is positive relationship between Halal Warehousing and Halal Supply Chain Management.

**Hypothesis**

**H1** = There is a relationship between Halal Warehousing and Halal Supply Chain Management  
**H0** = There is no relationship between Halal Warehousing and Halal Supply Chain Management

6.3. **Correlation**

Correlation is used to corroborate the mutual relationship among variables. For examining the relationship we will make two hypotheses: null (H0) and alternative (H1). We interpret the findings on the acceptance or rejection of the hypothesis. We used correlation matrix to substantiate the mutual relationship of different variables. The hypothesis which had been made is given below.

**Hypothesis 1**

**H1** = There is a relationship between Halal Purchasing and Halal Logistics  
**H0** = There is no relationship between Halal Purchasing and Halal Logistics

**Hypothesis 2**

**H1** = There is a relationship between Halal Purchasing and Halal Supply Chain Management  
**H0** = There is no relationship between Halal Purchasing and Halal Supply Chain Management

**Hypothesis 3**

**H1** = There is a relationship between Halal Food Quality and Hygiene and Halal Logistics  
**H0** = There is no relationship between Halal Food Quality and Hygiene and Halal Logistics

**Hypothesis 4**

**H1** = There is a relationship between Halal Food Quality and Hygiene and Halal Supply Chain Management  
**H0** = There is no relationship between Halal Food Quality and Hygiene and Halal Supply Chain Management
Hypothesis 5
H1 = There is a relationship between Halal Warehousing and Halal Logistics
H0 = There is no relationship between Halal Warehousing and Halal Logistics

Hypothesis 6
H1 = There is a relationship between Halal Warehousing and Halal Supply Chain Management
H0 = There is no relationship between Halal Warehousing and Halal Supply Chain Management

Hypothesis 7
H1 = There is a relationship between Halal Logistics and Halal Supply Chain Management.
H0 = There is no relationship between Halal Logistics and Halal Supply Chain Management.

Table 2: Correlations

<table>
<thead>
<tr>
<th></th>
<th>Halal Purchasing</th>
<th>Halal Food Quality and Hygiene</th>
<th>Halal Warehousing</th>
<th>Halal Logistics</th>
<th>Halal Supply Chain Management</th>
</tr>
</thead>
<tbody>
<tr>
<td>Halal Purchasing</td>
<td>Pearson Correlation</td>
<td>1</td>
<td>.790**</td>
<td>.788**</td>
<td>.882**</td>
</tr>
<tr>
<td></td>
<td>Sig. (2-tailed)</td>
<td>.000</td>
<td>.000</td>
<td>.000</td>
<td>.000</td>
</tr>
<tr>
<td>Halal Food Quality and Hygiene</td>
<td>Pearson Correlation</td>
<td>.790**</td>
<td>1</td>
<td>.885**</td>
<td>.865**</td>
</tr>
<tr>
<td></td>
<td>Sig. (2-tailed)</td>
<td>.000</td>
<td>.000</td>
<td>.000</td>
<td>.000</td>
</tr>
<tr>
<td>Halal Warehousing</td>
<td>Pearson Correlation</td>
<td>.788**</td>
<td>.885**</td>
<td>1</td>
<td>.829**</td>
</tr>
<tr>
<td></td>
<td>Sig. (2-tailed)</td>
<td>.000</td>
<td>.000</td>
<td>.000</td>
<td>.000</td>
</tr>
<tr>
<td>Halal Logistics</td>
<td>Pearson Correlation</td>
<td>.882**</td>
<td>.865**</td>
<td>.829**</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>Sig. (2-tailed)</td>
<td>.000</td>
<td>.000</td>
<td>.000</td>
<td>.000</td>
</tr>
<tr>
<td>Halal Supply Chain Management</td>
<td>Pearson Correlation</td>
<td>.905**</td>
<td>.872**</td>
<td>.926**</td>
<td>.885**</td>
</tr>
<tr>
<td></td>
<td>Sig. (2-tailed)</td>
<td>.000</td>
<td>.000</td>
<td>.000</td>
<td>.000</td>
</tr>
</tbody>
</table>

**. Correlation is significant at the 0.01 level (2-tailed).
Table 2: Correlations

<table>
<thead>
<tr>
<th></th>
<th>Halal Purchasing Pearson Correlation</th>
<th>Halal Food Quality and Hygiene Pearson Correlation</th>
<th>Halal Warehousing Pearson Correlation</th>
<th>Halal Logistics Pearson Correlation</th>
<th>Halal Supply Chain Management Pearson Correlation</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Sig. (2-tailed)</td>
<td>Sig. (2-tailed)</td>
<td>Sig. (2-tailed)</td>
<td>Sig. (2-tailed)</td>
<td>Sig. (2-tailed)</td>
</tr>
<tr>
<td>Halal Purchasing</td>
<td>1</td>
<td>.790**</td>
<td>.788**</td>
<td>.882**</td>
<td>.905**</td>
</tr>
<tr>
<td></td>
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<tr>
<td>Halal Food Quality and Hygiene</td>
<td>.790**</td>
<td>1</td>
<td>.885**</td>
<td>.865**</td>
<td>.872**</td>
</tr>
<tr>
<td></td>
<td></td>
<td>.000</td>
<td>.000</td>
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<tr>
<td>Halal Warehousing</td>
<td>.788**</td>
<td>.885**</td>
<td>1</td>
<td>.829**</td>
<td>.926**</td>
</tr>
<tr>
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<td></td>
<td>.000</td>
<td>.000</td>
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</tr>
<tr>
<td>Halal Logistics</td>
<td>.882**</td>
<td>.865**</td>
<td>.829**</td>
<td>1</td>
<td>.885**</td>
</tr>
<tr>
<td></td>
<td></td>
<td>.000</td>
<td>.000</td>
<td>.000</td>
<td>.000</td>
</tr>
<tr>
<td>Halal Supply Chain Management</td>
<td>.905**</td>
<td>.872**</td>
<td>.926**</td>
<td>.885**</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td></td>
<td>.000</td>
<td>.000</td>
<td>.000</td>
<td>.000</td>
</tr>
</tbody>
</table>

a. Listwise N=257

The above table (Table 2) illustrates the level of relationship. According to our point of view if the value of Pearson correlation test is close to 1.00 and value of significance is less than significance level 0.05 then there is strong positive relationship among that variable. All the Ho hypothesis rejected and H1 accepted. There is relationship between Halal Purchasing and Halal Logistics because significance is .000. Table shows (.882**) strong relationship between Halal Purchasing and Halal Logistics. Halal Food Quality and Hygiene (.865**) shows also strong relationship because close to 1.00. Halal Warehousing (.829**) shows also strong relationship between Halal Warehousing and Halal Logistics, having the significance values less than significant level 0.05 showing the relationship of variables.
There is a relationship between Halal Purchasing and Halal Supply Chain Management because significance is .000. Table shows (.905**) strong relationship between the Halal Purchasing and Halal Supply Chain Management. Halal Food Quality and Hygiene (.872**) shows strong relationship because close to 1.00. Halal Warehousing (.926**) shows the strong relationship between Halal Warehousing and Halal Supply Chain Management. Halal Logistics (.885**) shows the strong relationship between Halal Logistics and Halal Supply Chain Management, also having the significance values less than significant level 0.05 showing the relationship of variables.

6.4. Regression
Regression had been employed to check the effect size of independent variable to dependent variable. Let’s discuss the results of regression:

**Dependent Variable:** Halal Supply Chain Management

**Independent Variables:** Halal Purchasing, Halal Food Quality and Hygiene, Halal Warehousing, Halal Logistics

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.916*</td>
<td>.935</td>
<td>.941</td>
<td>.23245</td>
</tr>
</tbody>
</table>

This model summary table (Table 3) illustrate that the contribution of independent variables in percentage to change the dependent variable. In this table value below the Adjusted R Square is .941, it means that the contribution is 94%.

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Regression</td>
<td>91.502</td>
<td>4</td>
<td>22.475</td>
<td>306.285</td>
</tr>
<tr>
<td>Residual</td>
<td>9.698</td>
<td>104</td>
<td>.075</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>101.200</td>
<td>108</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Above ANOVA table (Table 4) illustrating significance level value .000 which is less than the 0.05 shows that Ho rejected and H1 Hypothesis accepted.
Table 5: Coefficients\(^a\)

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(Constant)</td>
<td>-.485</td>
<td>.113</td>
<td>-.485</td>
<td>-3.354</td>
</tr>
<tr>
<td>Halal Purchasing</td>
<td>.365</td>
<td>.057</td>
<td>.285</td>
<td>5.023</td>
</tr>
<tr>
<td>Halal Food Quality and Hygiene</td>
<td>-.338</td>
<td>.073</td>
<td>-.395</td>
<td>-5.056</td>
</tr>
<tr>
<td>Halal Warehousing</td>
<td>.758</td>
<td>.072</td>
<td>.742</td>
<td>9.582</td>
</tr>
<tr>
<td>Halal Logistics</td>
<td>.386</td>
<td>.076</td>
<td>.369</td>
<td>5.295</td>
</tr>
</tbody>
</table>

\(a.\) Dependent Variable: Halal Supply Chain Management

The above table (Table 5) illustrates the impact and influence of Halal Purchasing, Halal Food Quality and Hygiene, Halal Warehousing and Halal Logistics on Halal Supply Chain Management. Since obtained value is 0.00<0.05. Therefore we rejected the Ho and accepted H1 that means there is effect and impact of Halal Purchasing, Halal Food Quality and Hygiene, Halal Warehousing and Halal Logistics on Halal Supply Chain Management.

6.5. Regression Equation

\[ HSCM_i = C + \beta_1 HP_i + \beta_2 HQHi + \beta_3 HW_i + \beta_4 HL_i + \epsilon_i \]

Putting Values in Equation:

\[ HSCM_i = .485 + .365(3.63) + .338(3.46) + .758(3.65) + .386(3.58) \]

\[ HSCM_i = .485 + 1.32 + 1.17 + 2.77 + 1.38 \]

\[ HSCM_i = 7.125 \]

Multiple Regression analysis had been conducted, subsequently with the four factors as independent variables and overall Halal Supply Chain Management as dependent variable. From the above solved solution we come into conclusion that if there is change in one unit of HPi there is change of 3.65 in Halal Supply Chain Management. If there is change of 3.63 units in HPi then change of 1.32 occurred in Halal Supply Chain Management. The inclusion of four factors correlates well with Halal Supply Chain Management. Considering the factors Halal Purchasing, Halal Food Quality and Hygiene, Halal Warehousing, Halal Logistics are finding highly significant towards Halal Supply Chain Management from the perspective of Malaysian Halal Food Manufacturers. It resolute that variables related to these factors are important for critical success of Halal Supply Chain Management from the perspective of Malaysian Halal Food Manufacturers.
7.0. Conclusion

This study digs out critical success factors which influence Halal Supply Chain Management from the perspective of Malaysian Halal Food Manufacturers. It is evident from literature and from the analysis of this study that Halal Purchasing which is one of the critical success factors of Halal Supply Chain Management has a positive relationship and impact on Halal Supply Chain Management. It is essential for Halal Food Manufacturers that they focus on Halal Purchasing so that they can reap economic and societal benefit of Halal Supply Chain Management. As then they can cater their consumers more effectively who are interested not only in Halal products but all across the board from sourcing till usage of logistics by adding value in it through societal value chain.

It is also evident from literature depicted in this study and from analysis that Halal Food Quality and Hygiene is another critical success factor and has a positive relationship with Halal Supply Chain Management from the perspective of Malaysian Halal Food Manufacturers. Halal Food Quality and Hygiene not only lure Muslims but it also entices Non Muslims as well to consume these foods because it has the aspect of quality and hygiene which everybody wants in their daily life. By adopting Halal food quality and Hygiene food manufacturers actually contributing in value chain the aspect of food safety and aesthetic which not only giving message to consumers that food has been manufactured keeping in mind about their health but also fulfilling the actual requirement of Shariah.

It is evident from this study and analysis that Halal Warehousing is another critical success factor and has a positive relationship with Halal Supply Chain Management. By focusing on it Halal food Manufacturers not only going in the direction to make all value Chain Halal by meeting the Shariah compliance but they are also disintegrating themselves from contamination which at the end making all this warehousing more cleaner which can be used as a marketing tool to cater consumers who are more interested in shariah compliance products/services. But for those as well who are interested to buy food which has clean process all along the value chain by adding value in it.

It is evident from literature review and analysis that Halal Logistics is one of the critical success factors of Halal Supply Chain Management. It has an impact and positive relationship with Halal Supply Chain Management through which desired results can be achieved in the form of efficient logistics which is meeting the requirement of Shariah Compliance, at the same time completing all the Halal value chain right from purchasing of Halal ingredients/materials till the use of logistics. By adopting this, the perception of consumers will be changed and certain ambiguities like that whole supply chain process is not Halal. By adopting and practicing this it will be eradicated from consumers mind and they will have the faith that whole supply chain process is Halal and pure from contamination.

After a long discussion, research, collection of data, reading articles, research papers, application of differentkind of tests like descriptive, regression, correlation etc. we concluded that Halal Purchasing, Halal Food Quality and Hygiene, Halal Warehousing, Halal Logistics have significant impact and effect on Halal Supply Chain Management from the perspective of Malaysian Halal Food Manufacturers. So it is the ultimate need that Halal Food Manufacturers should focus on these stated factors to achieve desired objectives and economic gains. It’s not only gives economic gains but contributing towards society by adding value through societal value chain.
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