

RETAILING LAYOUTS FOR HALAL FOOD SUPPLY CHAIN: ISSUES & CHALLENGES

*Nur Hima Muhamad Rahim¹, Anizah Zainuddin², Sariwati Mohd Shariff¹

Malaysia Institute of Transport (MITRANS), University Teknologi Mara 40450 Shah Alam, Selangor, Malaysia¹
Faculty of Business Management (FBM), University Teknologi Mara 40450 Shah Alam, Selangor, Malaysia²

*Corresponding author's email: nurhimarahim@gmail.com,

ABSTRACT: *This literary paper aims to examine the issues and challenges of retailing layout for halal food supply chain. The needs for halal food supply chain will always increase drastically as the retail sector nowadays has shown substantial changes throughout the world. Most of the Muslims consumers are concerned on the credibility of the halal certification in halal food supply chain and are critically aware of what they eat, drink and use every day as well the extent of products or services are halal and Shariah compliance. Thus, there are several numbers of issues and challenges that need to be overcome in order to ensure the development of halal food supply chain in the halal industry are well protected and rapidly expanding for the next generation. For retail layout, as a consumer and a manufacturer to the halal products, we must have knowledge on our rights so that we could understand the certain issues and take the right action to the future in halal food supply chain. Hence, it is hoped that the overview of this study will provide a clear understanding and people's awareness on halal foods and products.*

Key Words: Retailing Layout, Halal Food, Halal Supply Chain, Halal Retailing

INTRODUCTION

Malaysia today is now moving with good performance towards becoming a developed country by the year 2020 parallel with the fact that Malaysia is one of the more affluent nations in Asia with a GDP per-capita of about US\$10,500 in 2013. The economy is mixed comprising strong agricultural, services and manufacturing industries. The economy continues to perform well, and is expected to grow 5.4 percent in 2014 and 4.6 percent in 2015.

Muslim consumer nowadays is starting to concern more on Halal products since Malaysia has already taken seriously on approach towards developing Halal products. For the past few years, there is a significant growing demand of Halal products, both are from the Muslim and non-Muslim communities from all over the world. The demand for Halal products will always to be continuing not only in Malaysia but also in worldwide because of the Muslims population will become greater and estimated to reach around 6.1 billion in 2030.

There are 1.4 billion Muslims worldwide and Muslim is expected to account for 30% of the world's population by 2025. Global halal trade is estimated to be USD2.1 trillion to USD6 trillion in years to come. In addition, Halal certified products are viewed by Muslims as a mark of quality and an added religious safeguard. A well-managed supply chain management approach need to be adopted in order to cope with the increasing demand towards Halal food throughout the world as to maintain the availability and integrity of Halal food product itself.

Halal Definition in Islam

Muslims worldwide today are facing an increase into their awareness towards the halal concept and as the demand for halal foods in compliance with their religious requirements [1]. As not only Muslims people consumed that Halal food products but non-Muslims also tend to consume and prefer Halal food products as Halal food products are safe, clean, and healthier to eat and use for everyday [2]. Halal is a *Quranic* term which means permitted, allowed, lawful, or legal and the opposite of Halal which is Haram (non-Halal) which means unlawful and forbidden in the context of Islamic law.

By referring to the Islamic principle, Halal also is a part of Shariah and had mentioned in the Holy Quran. Besides, Halal is not static because Halal is also extending in upstream and downstream along the supply chain and it also goes through from the evolution of Muslim company, halal product, halal supply chain, and halal value chain [3].

According to Jabatan Agama Islam Malaysia (JAKIM), Halal is derived from the Arabic word which means permitted or allowed by Islamic Law. Halal is a Quranic terms that means permitted, allowed, lawful, or legal. The opposite of Halal which is Haram means that forbidden, unlawful, or illegal. By referring to Shariah (Islamic Law) in Islam, any issues that concerning on Halal or Haram or even all disputes should be referred to Quran and Sunnah (propethic tradition). Therefore, the word of Halal and Haram are the universal terms that will apply to each activity that carried out by man, whether it is related to his ibadat or muamalat or mua'sharah [4].

Halal Food Supply Chain

In Halal food industry, for instance, Malaysia Investment Development Authority (MIDA) valued global Halal food in the year of 2013 was between USD600 billion to USD2.3 trillion and it is going to be more worth at USD6.4 trillion by 2030 [5]. In addition, the evolution of demand for Halal products also will always keep increasing and continuing for worldwide since the Muslim's population becomes greater and it is estimated to reach around 6.1 billion in 2030.

As the demand for Halal food is increasing due to the promotion towards positioning Malaysia to be the World Halal Hub through MATRADE, thus it is compulsory for us as Muslims to have a positive attitude towards Halal food consumption and awareness to practice in daily use. We are not only focusing on the consumption of Halal food but we must to concern about the whole process in Halal supply chain thoroughly the standard of food that offered by food providers.

Halal food supply chain also involved the process of managing Halal food products from different points of suppliers to different points of buyers or consumers with different parties, which are located at different places, who may at the same time, involved with managing non-Halal

food products, with the purpose of satisfying the needs and requirements of both Halal and non-Halal customers [5].

Furthermore, according to [6], Halal food consumers especially that come from the Muslim population are now more aware in their daily food consumption purchasing. With that, they do not only concern about the food ingredients whether it is Halal or not, but also curious about all the activities involved along the supply chain whether the products that they purchased were truly Halal.

Importance of Halal Food Supply Chain

For the past few years, there is a significant growing demand of Halal products, both from the Muslim and non-Muslim communities from all over the world. In Halal food supply chain, the main goal is not only to ensure that satisfaction of the customer is achieved, but also to ensure that the Halal status of the food product still remains intact throughout the whole process of the supply chain [6].

Halal food supply chain involves the process of planning, implementing and controlling the efficient flow and storage of Halal certified product from source to the demand point. Moreover, in order to avoid any cross contamination that will lead to product becoming non Halal or Haram, the integrity of the Halal food products must be well protected during supply chain process. Therefore, the food must be Halal from the starting point throughout the whole process in supply chain until it reaches to the final destination [6]. Therefore, a strong understanding in terms of Halal food supply chain also necessary and needed as to develop and maintain a well trusted Halal supply chain in the competitive business nowadays.

Besides, in Halal food supply chain, there is a process of managing Halal food products which is from different points of suppliers to different points of consumers. Therefore, some different parties will be involved whereby the people who are located at the different places, who may at the same time in managing non-Halal food products in order to satisfy the needs and requirements for Halal and non-Halal consumers [7]. All activities in Halal supply chain process should be conducted based on Halal best practices including logistics activities which consists of Halal transport, Halal warehouse, and Halal retail [8].

In Halal transportation, Halal and non-Halal goods are not mixed together on a load carrier such as through trolley, pallet, or in a container without considering the Halal status of the products going to be move to the right place. It is quite similar to the warehousing activities and retail activities, since Halal and non-Halal products could not even be placed or stored together even by using the same shelves, racks or pallet. It also depicts that Halal transportation plays a big role in protecting the Halal status through proper transportation and warehousing activities. That represents how important Halal supply chain service and activities in order to maintain the Halal integrity.

Types of Retail Supermarket Chain in Malaysia

The traditional grocery retail shops have been replaced by supermarkets and subsequently by hypermarkets [9] which have dramatically changed both the market structure and the regulatory policy [9]. The definition for hypermarket is also

being used for supermarket and shopping mall by some researchers. Consequently, the issue arises of how to differentiate hypermarkets, supermarkets and shopping malls. Basically, most of products in hypermarkets are based on fast moving consumable products, and the majority of departments in hypermarkets are selling basic household necessities. The concept of everything under one roof, self-service, discount price and free parking have invented a new word in the industry – hypermarket [9]. The layout of the building is purposely designed to be rented to other sub-retailers to earn revenue from rental. According to [9], the way consumers define retailing and how the quality and service level is perceived depends on price, store appearance and image, which is communicated through commercial medium.

Table 1. Types of Retail Companies

Retail Company	Ownership	No. of Outlets
Aeon Big	Acquired by Japanese Aeon Co Ltd in Oct 2012 and renamed to Aeon Big	28 hypermarkets
Aeon	Operated by AEON Co (M) Bhd, listed on the stock exchange. Parent company is AEON Group, Japan	31 department stores. With a significantly large supermarket section
Tesco	Tesco Stores (Malaysia) Sdn Bhd, joint venture between Tesco UK and Sime Darby Bhd	49 Tesco hypermarkets and Tesco Extra hypermarkets
Cold Storage and Giant	Local company, subsidiary of Dairy Farm International of Hong Kong	17 Cold Storage supermarkets and 131 Giant hypermarkets. Giant is a trusted retail name in Malaysia
Jaya Grocer	Local family own, Trendcell Sdn. Bhd	12 upmarket supermarkets, also own Hock Choon Supermarket that caters for expatriate communities
Sam's Groceria	Local parent company-Mydin Mohamed Holdings Bhd.	4 supermarkets
7-Eleven Malaysia Sdn. Bhd	Berjaya Retail Bhd.	1600 outlets of 7-Eleven stores

The table above shows the major retailers that involved in the operation of supermarket, hypermarket, and department stores. Hypermarket retailing is highly accepted by Malaysian consumers as the main channel to purchase basic household necessities. In general, the development of hypermarkets has

been far more aggressive than supermarkets and shopping malls.

Layout for Retail Outlet

In Malaysian Standard for Halal Logistics (MS 2400:2010), halal logistics requirements according to Shariah law are including the requirement of logistics providers for transportation, warehousing and retailing. The requirement usually involved from processing to handling, distribution, storage, display, serving, packaging and labeling. It is very important for halal food product manufacturers to adhere and comply with the requirement from [10]; Retailing in order to ensure that food processing are comply with Halalan Toyyiban concept which was produced with the halal, purity, hygiene, authentic, health, pureness and safe to use. A food is considered as halal if it is halal through the whole food production chain start from production, transportation, storage and retailing (Tiemann, van der Vorst et al. 2012).

By referring to the latest Malaysia Standards which also known as MS2400;2010 in Part 3 Retailing, it consists of requirements which are industry specific and is intended to be applicable to such organizations, regardless of type, size and products and/or goods being retailed. It prescribes the framework for an organization to establish a management system based on Halalan-Toyyiban requirements in meeting the customers and applicable regulatory requirements. It is also intended for use by manufacturers, collection and distribution centers, warehouse and storage providers and retailers handling and managing Halalan-Toyyiban products and/or goods, whenever there exist interfacing activities at the receiving, loading and delivery levels [10].

The organization shall provide adequate facilities, which ensure that the integrity of products and/or goods received is not compromised, deteriorate or suffer loss or damage during times of storage, ensure that suitable and secure facilities are provided where appropriate to the nature of the products and/or goods to be stored, and the organization shall provide suitable means of handling inbound products and/or goods to maintain the integrity of the Halalan-Toyyiban principles. By referring to the MS2400; 2010 in Part 3 - Retailing, the organization shall to ensure that the implementation of this standard is in accordance with Shariah requirements and Shariah practices of the recipient or importing country. The management of the organization shall to define and document its policy and commitment with regards to identification, evaluation and controls that related to the Halalan-Toyyiban integrity. Moreover, the top management may appoint Halalan-Toyyiban leader, committee and Shariah advisor for implementation of the Halalan-Toyyiban management system in their organization.

Store layout also plays a big role in order to create a good store image to the customers. So retail player should consider this factor by determining the basic layout of the store. Signage is the important feature in the store to guide customers while they are in store and assist them in locating and finding info about merchandise. Signage and graphics also help the customers to locate specific products and departments, provide specific information, and suggest items of special purchase. Hence, layout planning involves some of

decisions which are about to the physical arrangement of an economic activity centres within a facility of a store [11]

Types of Layout and its Factor

There are three different layout design patterns in retail store settings which consist of grid, serpentine and hub-and-spoke layouts. Grid layout consists of perpendicular and parallel aisles and it is the most popular layout design pattern observed in retail facilities such as grocery stores, discount stores and hardware stores. Serpentine layout is basically consists of a single walkway that traverses the whole facility.

Although serpentine layout is not as common as grid layout design, there are successful examples of its application in practice for instance like IKEA stores. Finally, hub-and-spoke layout consists of several departments located around a central area. Although this layout design is not commonly applied in retail facilities, it has some potential since the customer can quickly browse several departments at once from the central area.

Furthermore, in order to design a store layout, there are several factors that need to be considered such as customer traffic in the store, average impulse purchase revenue generated from each product category, customer's shopping list contents and product demand rates. Layout design plays a big role to the customer traffic and location of the products display which are in customers shopping lists.

Current Practice in Retail Facility Layout Design

The retail management categorizes the store layouts into three forms which consist of grid pattern, free-flow pattern and boutique pattern. Grid layout routes the traffic in straight which rectangular fashion. This layout pattern is mostly used by food retailers, discount stores, hardware stores and other convenience oriented stores. One of the advantage of grid pattern layout, it can be precise as the creation of an efficient, austere store atmosphere where the customers can shop more [12]Therefore, it provides a high floor space utilization, and ease in inventory and security control. On the other hand a grid pattern layout may trigger a rushed shopping behavior and create an impersonal store atmosphere and limit the browsing of the products.

The second form which known as free-flow pattern style that mostly used in department stores, clothing stores and other shopping oriented stores. In contrast to the aisle structure of grid pattern, free-flow pattern allows customers to be able to move in several directions. This provides a friendly atmosphere and customers do not feel rushed. As a result they browse the store more and make more impulse purchases. The associated disadvantages with this layout design are difficulty in inventory and security control, potential customer confusion and inefficient utilization of the floor space [12].

The last form which is boutique layout and it is similar to free-flow form. The boutique pattern creates a small specialty show within an area of the selling floor. This arrangement utilizes the free-flow pattern in a "little shop" setting such as a "Bed and Bath" corner. The boutique pattern makes it easy for the consumer with a particular interest to see complete offerings in one area.

LITERATURE REVIEW

Retailing Operation

In Malaysia, the structure of food retailing has changed drastically since over the last few decades. Since the 1990's, the food retailing industry in Malaysia has experienced tremendous growth as well. Instead of development in food retail industry, the behaviour of consumers in Malaysia has also changed. According to Hassan, retailing begins as a local activity which also involves a transaction where the buyer intends to consumer a product. Globalization in the food retail system has also impacted the distribution and marketing of fresh food. Traditional retail formats are also being replaced by having both of hypermarket and supermarket including Malaysia [13]. Muslims consumers are fetching curious to know everything about halal products or services and they are experiencing dramatic changes in their lifestyle which also impacts on the way they purchase their food. The retailing industry is one of the biggest contributors towards Malaysia's gross domestic product (GDP) and also provides employment opportunities [14]. Nowadays, consumers are really concern on the integrity of Halal status and curious about all activities that involved along the supply chain management whether they purchased the truly Halal product or not.

Moreover, Halal SCM can be defined as the management of a halal network with the objective in order to extend the halal integrity from source to the point of consumer purchase [4]. Past research on [4] also mentioned that it is very important to the manufacturers to maintain the Halal integrity throughout the supply chain as a fundamental effort to prevent consumers' fraud regarding Halal quality of the products [15]. In fact, it would not be considered as Halal if the food is not handled or stored accordingly.

According to [5], stated that adequate and appropriate equipment to handle, store, and transport Halal food products will help in protecting the integrity of the food products as the food products are segregated from other potential non-Halal elements that might cross contaminated it. Total physical segregation of which the Halal products will be stored in a different storage space whether in the warehouse, transit place, transportation units, or in-store. The starting point in the supply chain activities is to fully understand the product characteristics, the customer requirements, and the market itself. The product characteristics itself determine if the logistics focus on reducing handling cost, transport and storage cost, and reducing inventory. According to [6], it was mentioned that during transportation, it is necessary to segregate between sealed Halal and non-Halal products.

Furthermore, the tools to handle packaged food products must not be mixed together with the one used for non-Halal products in order to avoid cross contamination. It is because consumer nowadays are concerned and aware not only on manufacturing process, but they also concern more on all the activities along the supply chain for the Halal products [16]. Therefore, it was found that in-store logistics operations consisting of the handling, arranging, ordering, and processing of merchandise within the store can thus directly convey value to the customer in terms of convenience and

time saving, through an effortless interaction with the retail services cape. The intention of a Halal supply chain is to protect the Halal integrity which is already an important justification for a Halal supply chain management system [4].

MS2400:2010 Part 3 Retailing: Requirements

In the year 2010, Malaysia introduced a new standard which known as MS2400:2010: "Halalan-Toyyiban Assurance Pipeline Standard", which also covering three parts that consists of transportation, warehousing, and retailing. This standard is certified by JAKIM and will be applied for the certification of logistics operations in Malaysia. Therefore, JAKIM also had mentioned that this standard will be used in future especially to those manufacturing companies that are certified under the MS 1500 standard. It is mentioned that the implementation of this standard is in accordance with sharia requirements and/or Sharia practices of the recipient and/or importing country.

This standard also stipulates the requirements to establish halal supply value chain management system in providing assurance that products, goods and/or cargo comply with Halalan-Toyyiban requirements and preserving Halalan-Toyyiban integrity. The Halalan-Toyyiban Assurance Pipeline links producers of products and/or goods with consumers. The pipeline provides assurance that products and/or goods delivered from one custodian to another is in accordance with Halalan Toyyiban requirements, thus preserving the Halalan-Toyyiban integrity of the products and/or goods. The figures below show the relationship between the elements within the Halalan-Toyyiban Assurance Pipeline and the application of various standards within the Halalan-Toyyiban value supply chain.

The Halalan-Toyyiban Assurance Pipeline is translated into a set of Management System Requirements Standards which comprise of the transportation of goods and cargo chain activities, warehousing and related activities, and also in retailing. To achieve the Halalan Toyyiban rules, there must be a need to fulfil Halal compliance in which accordance to the Shariah principles of Islam as specified in MS 1500:2009, the aspect of toyibban that should wholesomeness, goodness, statement of quality, the quality in nutrition, aesthetic appeal, functional, performs as expected, safety guaranteed, organoleptic quality is excellent and the products are not contaminated, adulterated, spoiled, denatured, undergone degradation. Past research has shown that in order to ensure that Halal compliance along the production, transportation and distribution system, a framework for Halal food producers which include Halal certification, food safety and hygiene, legislation, documenting sustainability, competitive advantage, chain communication and labour/cost reduction [5]. Furthermore, for the plant layout under Malaysia Standards, all facilities such as process sites, storage areas and personnel facilities shall be depicted in the plant layout which consists by the following below:

- the areas where cross contamination of and incidental contact with in-process and finished products by inbound materials, raw materials, processing aides such as chemicals, additives, lubricants, packaging, pallets, containers, etc. can occur;

- the routing of inbound materials, intermediate materials, finished products and/or goods, personnel, etc;
- the areas and facilities for personnel use; and

Other facilities such as quarantine area, receiving areas, sorting areas, sanitary facilities, pest control stations, waste disposal areas, lighting, etc.

Additionally, retail storage condition shall be the responsibility of the organization to ensure that there are effective management systems and controls to demonstrate and prove compliance to Halalan-Toyyiban requirements. In addition, there shall be adequate records available to prove compliance with any statutory conditions relevant to the nature of the retail storage and its related activities. Therefore, the organization shall provide adequate facilities, which ensure that the integrity of products and/or goods received is not compromised, deteriorate or suffer loss or damage during times of storage, ensure that suitable and secure facilities are provided where appropriate to the nature of the products and/or goods to be stored, and the organization shall provide suitable means of handling inbound products and/or goods to maintain the integrity of the Halalan-Toyyiban principles. Moreover, in operation of the Halalan-Toyyiban Management Plan, typical retail activities should include the following:

- Supplier monitoring;
- Identification, separation, handling and labelling of non-halal products and/or goods;
- Incoming goods subject to integrity checks;
- Unloading of products and/or goods to storage location;
- Debulking, sorting and repacking of products and/or goods;
- Storage for frozen and chilled products and/or goods;
- Storage at ante room (for ambient products and/or goods);
- Maintenance of cold chain integrity;
- Stocking and replenishment of shelf and merchandising location;
- Customer browsing and products and/or goods selection;
- Transfer of customer products and/or goods by trolleys and baskets; and
- Checkout counters activities.

Issues on Halal Retailing

As the Halal food products are now being produced and originated from all parts of the world, the question of whether the products are actually Halal keep on playing on the mind of the Halal food consumers which is especially amongst the Muslim communities. The flow of Halal food supply chain is critically exposed to hazards of food safety contamination & cross-contamination with non-halal materials or products. Therefore, the possibility of foods product becoming non-Halal is greater when the food product needs to travel to a greater distance whereby a lot of handling points will be involved. This part can be the critical control points which the Halal status of the food products can be breached if the concept of Halal integrity is not fully aware understood by all parties involved in the supply chain especially to those who are involved directly and indirectly in the operational handling aspect [6].

Retail Facility Design and Its Problem

The retail facility layout design problem is a complex decision making process that can be influenced by a number of variables, and consequently the studies on retail facility design show great variety depending on the issues that are analyzed. There are many factors that need to be considered for in solving any issues or problem related to the retail design. Below are few issues arises in retail operation:

a. Product Assortment and Shelf Space Allocation

Since each product in the assortment requires a minimum amount of shelf- space, the assortment size is directly proportional to the shelf-space requirement. On the other hand, retailers generally have fixed amount of shelf-space to allocate different products. Actually the product assortment and shelf space allocation problems are closely related to each other. Furthermore, the product category management plays an important role in product assortment and shelf space allocation decisions due to substitution and complementary effects. According to the [11], they used geometric programming to optimize shelf space allocations across different product categories to maximize total profit. Therefore, product assortment and shelf space allocation problems are closely related to the store layout design since products are the main layout components in a store

b. Impulse Purchase

Impulse purchases are generally considered to be purchases that are made by the customers without prior intention, yet there are several specific definitions. For instance, [17] defined impulse purchase as the difference between the products purchased and the products planned to be purchased before the customers entering the store. This appears to be the most general definition of impulse purchase and therefore it is possible to find other definitions of impulse purchase in retailing literature as given by [17]. The exposure to in-store stimuli hypothesis assumes that impulse purchases are caused by in-store stimuli. The different stimuli for example (promotional advertising and product displays) that the customers are subject to remind them of some of their existing needs or make them realize some of their new needs.

c. Store Environment and Atmosphere

Retailers should take some service measures such as travel distance, aisle width, cashier line length, etc. into consideration during layout design. These service measures affect the retail store layout. For example, a store layout requiring customers spend so much time for shopping can result in frustrated and annoyed customers who may never visit that store again. Consequently, response of customers to different shopping experiences becomes an attractive research area for retailers.

d. Layout Design and Consumer Behaviour

This is another issue that retailers interested to know more as there are several studies analyzing this relationship through consumer surveys and empirical data analysis. According to [18], he analyzed the joint effect of time pressure and store layout knowledge on customer's purchase behavior.

Challenges in Retailing Layout

At present, there are limited numbers of academic publications discussing the area of Halal food supply chain

and Halal integrity, despite an increase in academic publications in the knowledge area of the Halal industry for the past few years. Most of the publications in the current Halal industry focuses on consumer studies particularly in studying the purchasing behavior of the Muslim consumers by using the Theory of Planned Behavior and in studying the awareness of consumer towards Halal products [7]. Moreover, our Malaysian is still lacking in terms of awareness. In fact, Malaysian food manufacturers are still lack on the awareness of the importance on management practice in the hypermarket. Manufacturers must have extra knowledge and awareness on management practices in order to avoid and minimize the exposure of the risk contamination for halal food. Most of the companies are lack of awareness on halal audit and according to them the additional cost are considered as redundant and expensive [19]. According to [20], it will affect the company reputation, company image, profit and sustainability if there is no awareness and readiness for the retail management strategy within the company operation.

Furthermore, the main challenges that faced by most manufacturer are the cost setup and investment for the equipment and facilities for halal auditing and inspection for food quality and safety standard [21]. According to [19], he stated that they need to invest a lot of money to replace or to modify the current equipment and facilities to meet the need of halal auditing process. Hence, most of the companies are lack of awareness on halal audit and according to them the additional cost are considered as redundant and very expensive.

On the other hand, in order to maintain the integrity of the halal product there must be a guarantee that the product are not mixed together in one load of carrier, trolley and bulk shipment and maintain the right control of temperature whereby most of the halal manufacturers that are non-Muslim, they are lack of awareness and understanding of halal food procedure [22]. This agreement was also supported by local researcher based on Malaysian halal issues which by [23] stated that not all companies realize the importance and the responsibility of halal certification issues due to the fact that the certification is very costly. In a retail store, handling of products is typically forms the largest share of the operational cost because the handling activities are mainly driven by the shelf-stacking process [24].

CONCLUSIONS & DISCUSSIONS

As the demand for Halal food products is expected to grow even bigger in the future, major factors such as Halal certification, Halal standard, Halal traceability, Halal integrity, and Halal in retailing should be given a serious approach in order to ensure the needs and well-being of the Halal food consumers can be satisfied and well protected.

Halal certification plays a major role in domestic and international Halal market. It also gives more confidence to consumers, increase revenue to the manufacturers and enhance a good image to the country itself. Integrity of Halal products from farm to fork is important and made possible by certification. In addition, Malaysian Halal Standard is

common reference for industries to reap the economic benefit, hence increase country economy and facilitate international trade.

On the other hand, all the parties in Halal supply chain should take responsibilities and ready to take any risk during at the point of consumption until it reaches to the final end user.

Therefore, full participation of all stakeholders in the appropriate quality assurance system within the halal food supply chain is required in order to achieve the integrity of the supply chain as a whole. In a meantime, the Halal food supply chain stakeholders must ensure that there is no contamination, whether intentionally or unintentionally, between Halal and non-Halal products.

Additionally, illegal and unethical business practices such as falsifying Halal certificate and selling non-Halal as Halal products can be minimised if governance parties involve together. Proper regulation can be established and enforced so that guilty party can be prosecuted accordingly under the Halal Act which has been established recently in Malaysia. Consequently, this way will help to reduce the confusion, create more awareness, and increase the confidence level of the parties, especially to the consumers of Halal products.

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