



**A CASE STUDY: PROMOTING ON HALAL INTEGRITY  
AMONG SMEs THROUGH TRAINING  
BY  
HALAL INDUSTRY DEVELOPMENT CORPORATION (HDC)**

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“DECLARATION OF ORIGINAL WORK”

I, **Nornadiah Binti Mohd Salleh**,

(I/C Number: **870625-14-6042**)

Hereby, declare that,

- This work has not previously been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degree
- This project paper is the result of my independent work and investigation, except where otherwise stated
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

## LETTER OF SUBMISSION

6 MAY 2010

The Head of Program  
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Dear Sir,

### SUBMISSION OF PROJECT PAPER

Attached is the project paper titled “**A CASE STUDY: PROMOTING ON HALAL INTEGRITY AMONG SMEs THROUGH TRAINING BY HALAL INDUSTRY DEVELOPMENT CORPORATION**” to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you

Yours sincerely,

.....  
NORNADIAH MOHD SALLEH  
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Bachelor of Business Administration (Hons) Marketing

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## ABSTRACT

Malaysia is a progressive Islamic country. It is business-friendly to Muslims and non-Muslims alike, making it a halal industry advantage. With a stake in commercial sectors worldwide, Halal Development has become a significant contributor to all facets of economic growth. The target to become halal hub, that's why Halal Industry Development Corporation (HDC) was established.

HDC's role is to unite the national halal industry players to form the basis of a global halal community. However, people's awareness towards halal Malaysia is still low. The focus of this study is to promoting Halal Integrity among SMEs through training that elevates the knowledge of halal better. The data was collected through surveys, questionnaire and journals. After the conclusion has been made, a few recommendations were brought up with hope to improve the level of awareness on Halal Integrity among SMEs in the future.