



UNIVERSITI
TEKNOLOGI
MARA

ICEBIV

3rd International Competition of Entrepreneurship Business Innovation

**“ Promoting Innovative Entrepreneurship for a Sustainable Economy:
Pioneering Tomorrow’s Business Models”**



EXTENDED ABSTRACT

UiTM *di hatiku*

اوسها تقوى موليا



EXTENDED ABSTRACT



"Promoting Innovative Entrepreneurship for a Sustainable Economy: Pioneering Tomorrow's Business Models"

5th September 2024

In the joint collaboration involving:

Faculty of Business and Management,
Universiti Teknologi MARA Kedah Branch,

Faculty of Economics and Business,
Universitas Islam Bandung, and

Malaysian Academy of SME &
Entrepreneurship Development (MASMED)



بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

Assalammu'alaikum Warahmatullahi
Wabarakatuh.. Salam UiTM Dihatiku..

It is with immense pride and enthusiasm that I welcome you to the 3rd International Competition of Entrepreneurship Business Innovation (iCEBIV) 2024, hosted by the Faculty of Business and Management, UiTM Kedah Branch. This prestigious event is organized in collaboration with the Malaysian Academy of SME & Entrepreneurship Development (MASMED) and the Faculty of Economic and Business, Universitas Islam Bandung (UNISBA), Indonesia. This competition exemplifies our deep commitment to advancing creativity, entrepreneurship, and a spirit of innovation among our students and the wider community.

In today's rapidly evolving world, the ability to innovate has become a fundamental necessity rather than a mere option. Our institution understands the critical importance of innovative thinking in propelling economic growth, addressing urgent societal challenges, and paving the way for a sustainable future. This competition is designed to encourage participants to think critically, challenge conventional ideas, and develop groundbreaking solutions that can leave a meaningful impact in various areas.

This competition is not merely a challenge; it is a valuable platform for learning, collaborating and exchanging ideas. It brings together talented individuals from diverse disciplines, fostering an innovative culture that extends beyond academic boundaries. We encourage our students to apply their knowledge, channel their creativity, and turn their ideas into actionable business solutions.

As the Rector of UiTM Kedah Branch, I am deeply committed to supporting initiatives that help students reach their full potential. This competition provides them with a unique opportunity to showcase their abilities, gain critical experience, and establish networking that will be instrumental in their future careers. I am confident that the skills and insights gained from this experience will empower them to excel in an increasingly competitive and dynamic global landscape.

I would like to extend my heartfelt thanks to everyone who has contributed to the success of this event, including our dedicated faculty and staff, esteemed judges, sponsors, and partners. Your unwavering support and commitment have been integral to the successful realization of this initiative.

To all participants, I urge you to approach this competition with passion, creativity, and determination. This is your moment to shine, to challenge the limits of what is possible, and to create a lasting impact. Regardless of the outcome, your participation itself is a significant achievement, demonstrating your commitment to innovation and excellence.

Let us come together to make this competition a celebration of ideas, creativity, and the entrepreneurial spirit that embodies UiTM and UNISBA. I wish you all the best in your endeavours.

With warmest regards,

Profesor Dr Roshima Haji Said

Rector

Universiti Teknologi MARA (UiTM) Kedah Branch

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

Bismillaahirrahmaanirrahiim

Assalamu'alaikum Warahmatullahi
Wabarakatuh

Every participant in the third International Competition of Entrepreneurship Business Innovation (ICEBIV) 2024 deserve my heartfelt congratulations and warmest regards. I extend these to the organizing committee and every one of them. This initiative is a demonstration of the productive collaboration that exists between universities in the ASEAN region. Maintaining a positive relationship between the two institutions, UNISBA and UiTM, will result in the production of academic programs and community service works that are both productive and innovative. In future collaboration, the implementation of this program is something that Universitas Islam Bandung (UNISBA) is strongly advocating for.

Universitas Islam Bandung (UNISBA) has reaffirmed its commitment to the internationalization program and has stated that it will continue offering assistance for various initiatives. It has been beneficial for the university to gain experience by participating in this program. The big ideas instilled in ICEBIV 2024 are thriving.

They will be ensured by the presence of entrepreneurs who have a global perspective and positively impact the surrounding community. Being an Islamic university, UNISBA, is obligated to establish a halal business ecosystem on a global scale by addressing contemporary issues such as the idea of innovation for sustainable business. This obligation is a requirement of the university. In light of this, the electronic proceedings that have been presented will prove to be advantageous for the development of scientific research and technological innovation. For their insightful and enthusiastic efforts in the successful implementation of the Memorandum of Agreement (MoA) between the two institutions, we would like to express our deepest gratitude to the Faculty of Economics and Business at UNISBA, the Malaysian Academy of Small and Medium Enterprise and Entrepreneurship Development (MASMED), and the Faculty of Business and Management at Universiti Teknologi Mara (UiTM) Kedah Branch. To be more specific, this partnership will result in many innovations, particularly in entrepreneurship, which is becoming an increasingly desirable occupation for the younger generation. When it comes to better understanding the global needs and challenges of today, international cooperation is evolving into an increasingly necessary requirement. Allah blesses the constructive actions that are being taken to generate benefits for society and universities. May Allah continue to bless these actions and our international collaboration for giving beneficial for our society and for the future.

Wassalamu'alaikum Warahmatullahi Wabarakatuh.

Warmest regard,

Prof. Dr. H. Edi Setiadi, S.H., M.H.
Rector Universitas Islam Bandung



بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

Assalamu'alaikum Warahmatullahi
Wabarakatuh

Alhamdulillah, under the grace and mercy of Allah Subhanahu Wata'ala, for this extraordinary occasion of the 3rd International Competition of Entrepreneurship Business Innovation (ICEBIV) 2024. This event is a testament to the strong bond between two great institutions which are Universiti Teknologi MARA (UiTM) and Universitas Islam Bandung (UNISBA). I am proud that our Faculty of Business and Management and MASMED have played a crucial role in bringing this collaboration to life.

I would like to express my heartfelt appreciation to everyone involved in making this event a reality. The 3rd ICEBIV 2024 is more than just a competition. It's a unique platform where we come together to celebrate creativity, unleash potential, and explore business ideas that have the power to impact our communities positively. It's inspiring to see so many bright minds gathered here today and ready to make a difference.

This year's competition offers three key categories namely Business Model Canvas Battle, Business Idea Battle, and Business Plan Battle. Each of these categories will serve as an invaluable platform for participants to validate their business ideas before turning them into successful ventures in the future.

These battles are not just about competition but about providing you with the feedback, guidance, and confidence to take your innovative ideas to the next level.

The theme of this year's competition, "Promoting Innovative Entrepreneurship for a Sustainable Economy: Pioneering Tomorrow's Business Model," resonates deeply with our mission. We live in a time where innovation and entrepreneurship are key to building a resilient and sustainable future. This competition is our way of nurturing that entrepreneurial spirit, encouraging you to think creatively and develop solutions that are not just innovative but also relevant to the challenges we face today.

To all the participants, I wish you a truly rewarding experience. Remember, every great idea starts with the courage to think differently and the willingness to take risks. Don't be afraid to dream big and this competition is your opportunity to do that. I hope you leave here with not just memories but valuable lessons that will guide you in your future endeavors.

As we look forward to the future, I sincerely hope that this won't be our last gathering. I'm already excited about the possibility of organizing the 4th ICEBIV next year. Let's keep this momentum going and continue to strengthen our collaboration in promoting entrepreneurship on a global scale.

Wassalamu'alaikum Warahmatullahi Wabarakatuh.

With Warmest Regard

Dr. Junaidah Ismail

Deputy Rector of Academic Affairs
UiTM Kedah Branch

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

Assalamu'alaikum Warahmatullahi
Wabarakatuh,

Dear respected Rector of Universitas Islam Bandung (UNISBA),
esteemed Rector of Universiti Teknologi MARA (UiTM),
distinguished lecturers, talented competition participants,
and ladies and gentlemen.

First, let us thank Allah Subhanahu Wata'ala, because by His grace
and mercy, we can all gather in this prestigious event, the
3rd International Competition of Entrepreneurship Business
Innovation (ICEBIV) 2024. This event is one of the collaborations
between two educational institutions strongly committed
to building an innovative and globally competitive young
generation, the Faculty of Economics and Business of Universitas
Islam Bandung and Universiti Teknologi Mara (UiTM).

On this occasion, I express my highest appreciation to all the
committees and parties involved in organizing this event. The 3rd
ICEBIV 2024 is not just a competition but also an extraordinary
platform to develop potential, explore creativity, and explore
business ideas that can positively impact society, especially
students and professionals.

We are all aware that innovation and entrepreneurship are crucial to building a resilient and sustainable economy
in this era of globalization. Therefore, this competition has a crucial role in fostering the spirit of entrepreneurship
among students and professionals while encouraging the creation of business solutions that are creative,
innovative, and relevant to the needs of the times.

To the participants, I wish you enjoy and happiness by participating in this competition. Do not be afraid to
dream big and take risks when developing your ideas. Remember that every great innovation always starts with
the courage to think outside the box and take the first step. Hopefully, through the 3rd ICEBIV 2024 competition, all
of you can gain valuable experience that will help you in your future career journey.

Finally, I hope the 3rd ICEBIV 2024 can run successfully and benefit all participants and institutions involved. Let us
make this event a momentum to strengthen the cooperation between FEB Unisba and UiTM and advance the
world of entrepreneurship internationally.

Allow me to provide a "pantun" to encourage the organizers and participants of the 3rd ICEBIV 2024, which
characterizes literature and culture in Indonesia.

Jalan jalan ke Semanggi
Jangan lupa membeli batik bermotif
Ayo mahasiswa ramaikan ICEBIV bergengsi
Dikancah internasional dengan penuh ide inovatif

Wassalamu'alaikum Warahmatullahi Wabarakatuh

Sincerely,

Prof. Dr. Nunung Nurhayati, SE., M.Si., Ak., CA.
Dean Faculty of Economic and Business
Bandung Islamic University, Indonesia



Copyright Page

e-Proceedings of 3rd International Competition of Entrepreneurship
Business Innovation (iCEBIV) 2024
5th September 2024
Faculty of Business and Management,
Universiti Teknologi MARA Kedah Branch

The editorial board would like to express their heartfelt appreciation for the contributions made by the authors, co-authors and all who were involved in the publication of this e-proceedings.

Published by:

Universiti Teknologi MARA Kedah Branch
Kampus Sungai Petani,
08400 Merbok,
Kedah Darul Aman,
Malaysia.

Layout Design:

Syahrini Shawalludin

e ISBN 978-967-2948-65-0

Published for:

Faculty of Business and Management,

Copyright © 2024, Universiti Teknologi MARA Kedah Branch

All rights reserved. No part of this publication may be reproduced, copied, stored, distributed, or transmitted in any form or by any means, including photocopying, recording, digital scanning, or other electronic or mechanical methods without prior written permission from the publisher.

The views, opinions, and technical recommendations expressed by the contributor and authors are entirely their own and do not necessarily reflect the views of the editors, the publisher, and the university.

TABLE OF CONTENTS

Rector's Preface (UiTM Kedah Branch)

Rector's Preface (UNISBA)

Deputy Rector Academic Affairs (UiTM Kedah Branch)

Dean's Preface (UNISBA)

Editorial Board

- | | | |
|---|---|-------|
| 1 | BEE-ING SUCCESSFUL: GENERATING SUSTAINABLE INCOME THROUGH MELIPONINI EDU PARK | 1-9 |
| | <i>Grace Flavyeliz Sinong, Nur Aziemah Jasni, Rozlianah Fitri Said, Mohd Hafezan Sisa, and Dayang Shurtinie Dato Shuaib</i> | |
| 2 | HALAL PET ESSENTIALS - PIONEERING HALAL-CERTIFIED PET PRODUCTS IN MALAYSIA | 10-14 |
| | <i>Mohd Shafiz Saharan, Mohd Fazil Jamaludin, Khairul Azfar Adzahar & Nurdiyana Nazihah Zainal, and Siti Fairuza Hassam</i> | |
| 3 | GROWING FUTURES: INTEGRATING HYDROPONIC AND AGROPRENEURSHIP AT UiTM SABAH | 15-23 |
| | <i>Nur Aziemah Jasni, Rozlianah Fitri Said, Grace Flavyeliz Sinong, Mohd Hafezan Bin Sisa and Aloysius Sekui @ Mohd Zul Ikhwan Shah</i> | |
| 4 | CulTraB. MOBILE LEARNING APP | 24-28 |
| | <i>Nurul Azrin Ariffin, Norzaidi Mohd Daud, Nor Lelawati Jamaludin, Munirah Mohamed, Nurhaslinda Hashim</i> | |
| 5 | HelperConnect | 29-33 |
| | <i>Leviana Andrew, Marlita Mat Yusof, Wan Muhd Faez Wan Ibrahim, Siti Salwa Hassan, Nurfazlina Haris</i> | |
| 6 | KURUMA: MAKING CAR WASH GREAT | 34-40 |
| | <i>Nurul Hidayah binti Anuar, Nur-Aini binti Abdul Rahman, Fatin Syazwani binti Yusmandi, Dayangku Nur Syahirah binti Awang Yaacob and Rudy Ujang</i> | |
| 7 | TRANSFORMING HEALTHCARE ECONOMICS THROUGH SCALABLE INNOVATIONS FOR MANAGING TYPE 2 DIABETES MELLITUS | 41-47 |

EDITORIAL BOARD
**3rd International Competition of Entrepreneurship Business Innovation
(iCEBIV) 2024**

Steering Committee

Dr. Junaida Ismail
Muna Abdul Jalil
Dr. Azyyati Anuar
Prof. Dr. Nunung Nurhayati, S.E., M.Si., Ak.CA.
Dr. Asnita Frida Sebayang, SE., M.Si.

President

Mohd Fazil Jamaludin
Muhammad Zhafir Afif, S.Bns., M.S.M.

Vice of President

Mohd Shafiz Saharan

Secretary

Nurfaznim Shuib

Treasurer

Nurul Izzati Idrus
Dr. Diamonalisa Sofianty, S.E., M.Si., Ak, CA
Betty Ayu Kurniawati

Promotional Committee

Hanani Hussin (L)
Izura Ibrahim
Haryaman Justisia Sulaiman, S .M., M.A.B
Helmi Ilham Fauzi, S.T.

Graphic and Multimedia Committee

Syahrini Shawalludin (L)
Haryaman Justisia Sulaiman, S .M., M.A.B
Helmi Ilham Fauzi, S.T.

Jury and Certificates Committee

Dr Siti Murni Mat Khairi (L)
Dr Law Kuan Kheng
Azlin Azman
Khairul Azfar Adzahar
Fauziah Mohamad Yunus
Nindya Saraswati, S.E., M.B.A.
Nadia Meirani, S.E., M.S.M.

Protocol and Closing of Ceremony Committee

Tunku Nashril Tunku Abaidah (L)
Dr. Nurdiyana Nazihah Zainal
Dr. Muhammad Hanif Othman
Roseamilda Mansor
Nor Ananiza Azhar
Ahmad Mawardy Abdul Jalil
Muhd Hazwan Hamdi Halim
Zulkipli Md Rodzi

Registration and Technical Committee

Azim Izzuddin bin Muhamad (L)
Syahmi Harudin
Deni Septawan, S.T.
Dinda Fazadina, S.I.Kom.
Galuh Diwasasri, A.Md.

Extended Abstract Committee

Siti Nurul Aini Mohd Rodzi (L)
Fatihah Norazami Abdullah
Dr Yanti Aspha Ameira Mustapha
Andhika Anandya, S.E., M.Ak., Ak.



HALAL PET ESSENTIALS - PIONEERING HALAL-CERTIFIED PET PRODUCTS IN MALAYSIA

Mohd Shafiz Saharan^{1*}, Mohd Fazil Jamaludin², Khairul Azfar Adzahar³ & Nurdiyana Nazihah Zainal⁴, and Siti Fairuza Hassam⁵

Faculty of Business and Management, Universiti Teknologi MARA Cawangan Kedah
¹shafizsaharan@uitm.edu.my

Faculty of Business and Management, Universiti Teknologi MARA Cawangan Kedah
²mfazil@uitm.edu.my

Faculty of Business and Management, Universiti Teknologi MARA Cawangan Kedah
³azfar938@uitm.edu.my

Faculty of Business and Management, Universiti Teknologi MARA Cawangan Kedah
⁴nurdiyana20@uitm.edu.my

Faculty of Business and Management, Universiti Teknologi MARA Cawangan Kedah
⁵fairuza@uitm.edu.my

(*corresponding author)

Abstract

Halal Pet Essentials seeks to establish a niche market in Malaysia by offering halal-certified pet food and supplies to cater the needs of Muslim pet owner. This article explores the strategic planning, market analysis, and operational framework that is crucial in the development and sustainability of the business. The business is emphasizing high-quality and ethically produced products that comply with Syariah. In addition, the business aims to address a significant market gap while leveraging the Resource-Based View (RBV) theory to attain sustainable competitive advantage. The Resource-Based View (RBV) theory helps Halal Pet Essentials grow by leveraging unique, valuable, rare, inimitable, and non-substitutable resources such as halal certification, high-quality ingredients, niche market focus, and a strong brand reputation for ethical practices. These resources differentiate the company from competitors and provide a sustainable competitive advantage. Growth strategies include building brand awareness, educating customers, developing innovative products, offering personalized services, and expanding geographically. Besides, strategic partnerships, diversification into complementary services, and technology integration further enhance customer experience and market reach will ensure that Halal Pet Essentials can effectively address market gaps and achieve sustainable growth in the halal pet product industry.

Keywords: *Halal, Pet Supplies, Resource-Based View (RBV), Halal Certification*

1. INTRODUCTION

The pet care industry in Malaysia is at a phase of rapid growth since there is a steady rise in the rate of people owning pets and there has been a change in consumer trends in as much as the quality and kind of products they want for their pets. A recent statistic showed that more than 50% of the households in Malaysia have indicated ownership of pets, and therefore there

is market that needs distinctive and solutions in this industry. Nevertheless, the problem arises that in this expansion, there is a considerable deficiency in appropriate halal-certified pet products for Muslims (The Star, 2023). Certification of Halal products is vital with the Muslim consumers in most industries such as the food industry, beauty and cosmetic industry as well as exhibiting in the pharmaceutical industry. It makes sure that the foods prepared are halal and does not go against the Islamic law which has prohibited some ingredient from being used in preparing foods as well as concerning ethical practices. It must be noted that the trend of having halal certification in products is active in Malaysia, however the pet care industry has not taken advantage to cater for the needs of Muslim pet owners as many products which are available in the market are not halal certified.

The global halal market is expanding exponentially across various sectors, including food, cosmetics, and pharmaceuticals (Azam & Abdullah, 2020; Widyanto & Sitohang, 2022). Halal certification assures consumers that the products comply with Islamic dietary laws, prohibiting certain ingredients and ensuring ethical production practices. In Malaysia, a predominantly Muslim country, the demand for halal-certified products is particularly robust. Despite this, the availability of halal-certified pet food and supplies remains limited, presenting an untapped business opportunity for Halal Pet Essentials to cater to a growing segment of conscientious Muslim consumers (Qadri, 2024).

2. PROBLEM STATEMENT AND MARKET GAP

Lack of recognized Halal pet products in Malaysia pose some unique difficulties for the Muslim pet owner as detailed below. To begin with, commercial meals and products for pets are frequently comprised of components that can never be used under Shariah, for instance, pork derivatives or alcohol. This is not only a limitation to consumer options but also is questionable for trust and safety for the Islamic consumers (Deuraseh & Asli, 2022; Amir & Mona, 2013). There is confusion regarding the origin and the processes through which the conventional pet products are procured together with the component being used in the manufacture of the products if there is no clear halal certification (Saidin & Rahman, 2016). Furthermore, in the current generation, ethical aspects of pet's care have emerged as a decisive factor in the Malaysian consumers' decision-making process, such as humane treatment of pets, proper sourcing of pet foods. The existing market situation does not fully meet these issues, which only strengthens the demand for halal-endorsed products that are appropriate for both belief and moral standards.

Thus, to caters to this market need, Halal Pet Essentials aims to provide all essential halal certified pet foods, is treating and grooming products, and accessories. The food should strictly be halal and the production process should also be free from any controversy related to ethics of the Muslim culture thus ensuring that it even goes an extra mile in satisfying the needs of the pet owners in Malaysia. With this approach, this initiative's goal is not only the establishment of a major market share in the expanding pet care segment but also the creation of new benchmarks in the quality of services and products, in addition to high levels of transparency and credibility among pet owners.

3. OBJECTIVES

Halal Pet Essentials has set clear objectives to guide its strategic initiatives:

- a) **Market Leadership:** To establish Halal Pet Essentials as the leading provider of halal-certified pet food and supplies in Malaysia within the next five years.

- b) **Customer Satisfaction:** Achieve a customer satisfaction rate of over 90% by delivering exceptional products and services that meet the unique needs of Muslim pet owners.
- c) **Market Expansion:** Develop a robust online presence and establish partnerships with retail outlets nationwide to maximize market reach and accessibility.

4. METHODOLOGY

Halal Pet Essentials will be established as Enterprise business and the company will be managed by competitive experts in the field of operations, finance, marketing together with product development and quality control. Most products are halal-certified including pet foods, treats, grooming, and accessories as well as services such as home delivery, online vet services, and individualized feeding plans depending on the type of pet, its size, and its health problems. The target audience includes Muslim pet lovers, consumers who are more conscious with the way their animals are fed, animal right activists and buyers who want to expand their stock list. Market analysis will be carried out to increase the understanding of the customer needs and wants and the market trends to create products and set the marketing techniques right. The innovative and main concept of the marketing activities would focus on Digi-Promotion, Influencer Marketing and Creative Advertising Campaigns to create Brand awareness and rake the Interest of Customers with a Special Focus on the Information about Halal Certified pet products and Contribution in Animal Welfare. In financial planning, both fixed and variable costs for the initial setup of the business will be outlined along with the expected revenues, profitability and the amount of funds required. The next positioning will be unique pricing policy based on dynamic pricing matrix, which will combine affordable prices with company’s profit, aided by advertising campaigns and cooperation with partners to increase demand. The following strategic goals shows the multifaceted strategy of Halal Pet Essentials which is to create a competitive advantage for the business to become one of the most significant players in the identified market, guaranteeing sustainable progress and satisfied customers, due to extraordinary products and services that meet the needs and requirements of faithful Muslims who own pets.

5. RESULTS AND DISCUSSION

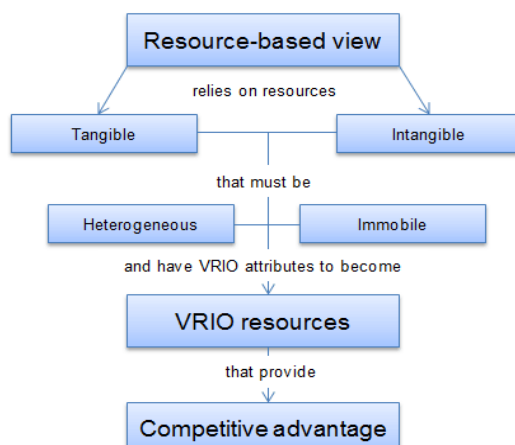


Figure 1. Resource Based View Diagram

The feasibility analysis underscores a burgeoning demand for halal-certified pet products, fueled by an expanding Muslim population and increasing discretionary spending on pet care. By applying the RBV theory, Halal Pet Essentials can capitalize on its distinctive resources, including halal certification, premium ingredients, and ethical production practices, to cultivate a sustainable competitive advantage in the marketplace. Financial projections indicate a progressive revenue trajectory, with profitability anticipated within the initial operational phase. Strategic alliances with retail partners and digital marketing initiatives are anticipated to fortify brand visibility and foster customer loyalty, positioning Halal Pet Essentials as a trailblazer in Malaysia's burgeoning halal pet care sector. Resource-Based View (RBV) theory can contribute significantly to the growth of Halal Pet Essentials in Malaysia by emphasizing the strategic utilization of internal resources and capabilities to achieve competitive advantage. According to RBV theory, firms can enhance their competitive position by leveraging unique resources that are valuable, rare, difficult to imitate, and non-substitutable. For example, Halal Pet Essentials can capitalize on their unique capability of producing halal-certified pet food and supplies tailored specifically to the needs of Muslim consumers. This capability aligns with the increasing demand for halal-certified products in Malaysia, where consumers prioritize adherence to Islamic dietary laws. By focusing on their unique resources and capabilities in producing halal-certified pet products, Halal Pet Essentials can differentiate themselves in the market and cater effectively to the growing segment of conscientious Muslim consumers in Malaysia. This strategic approach aligns with the principles of RBV theory, which emphasizes leveraging internal strengths to achieve sustainable competitive advantage.

6. CONCLUSION

The penetration of Halal Pet Essentials into the Malaysian market has the possibility of bringing drastic changes into the pet care industry. Thus, by offering halal-certified pet products the company is not only targeting the niche market but also creating a new trend in the industry. This could create competition and innovation among the players in the industry thus forcing them to look for similar initiatives or improve on their existing products to suit the changing needs of the Muslim market. In addition, the potential market is not only the local market but the global halal pet care market, which could make Halal Pet Essentials the market leader. With an increasing global consciousness and consumers' demand for halal products, the company's emphasis on quality, credibility, and customer satisfaction puts it in a good standing for global expansion and collaboration. Thus, the unmet needs of Malaysian Muslim pet owners can be met effectively by Halal Pet Essentials since it focuses on providing the best halal-certified pet products. Through innovation, integrity and consumer trust the company aims to set a standard of excellence in halal pet care. With the help of strategic vision, efficient operations, and strong adherence to ethical values, Halal Pet Essentials is ready to become a successful and rapidly developing company that offers high-quality halal-certified pet supplies in the Malaysian market and internationally.

7. ACKNOWLEDGMENT

The authors would like to express appreciation for the support of the Universiti Teknologi MARA Kedah Branch as well as the Faculty of Business Management.

8. REFERENCES

- Amir, H. M. S., & Mona, Z. (2013). Raw ingredients in cat food manufacturing: Palatability, digestibility and halal issues in Malaysia. *Journal of Tropical Resources and Sustainable Science (JTRSS)*, 1(1), 1-15.
- Azam, M. S. E., & Abdullah, M. A. (2020). Global halal industry: realities and opportunities. *IJIBE (International Journal of Islamic Business Ethics)*, 5(1), 47-59.
- Barney, J. B. (1991). Firm Resources and Sustained Competitive Advantage. *Journal of Management*, 17(1), 99-120.
- Department of Statistics Malaysia. (2022). Malaysia Household Survey Report. Retrieved from Department of Statistics Malaysia
- Deuraseh, D., & Asli, N. A. (2022). Issues on halal foods with special reference to fatwa on halal pet food for cats in Islamic law. *El-Mashlahah*, 12(2), 103-123.
- Islamic Religious Council of Malaysia (JAKIM). (2023). Guidelines on Halal Certification for Food Products.
- Ismail, W. N. S. W., Mokhtar, M. Z., Ali, A., & Rahman, M. S. A. (2014). Do it helps SMES gain better performance: A conceptual analysis on RBV theory. *International Journal of Management and Sustainability*, 3(5), 307-320.
- Malaysia External Trade Development Corporation (MATRADE). (2023). Halal Industry Market Overview.
- Pet Industry Distributors Association (PIDA). (2022). Trends in the Global Pet Industry.
- Qadri, H. M. U. D. (2024). *The Global Halal Industry: A Research Companion*. Taylor & Francis.
- Saidin, N., & Rahman, F. A. (2016). Halal feed for halal food: an exploratory study of the Malaysian legal and regulatory framework on animal feed. In *Contemporary issues and development in the global halal industry* (pp. 141-151). Springer, Singapore.
- Sinclair, M., Lee, N. Y., Hötzel, M. J., de Luna, M. C. T., Sharma, A., Idris, M., ... & Marchant, J. N. (2022). International perceptions of animals and the importance of their welfare. *Frontiers in Animal Science*, 3, 960379.
- Statista. (2023). Pet Food Market in Malaysia - Statistics & Facts.
- The Star. (2023). Pet care industry gets investor attention. *The Star Online*. Retrieved from The Star
- Widyanto, H. A., & Sitohang, I. A. T. (2022). Muslim millennial's purchase intention of halal-certified cosmetics and pharmaceutical products: the mediating effect of attitude. *Journal of Islamic Marketing*, 13(6), 1373-1394.

e ISBN 978-967-2948-65-0



UNIVERSITI
TEKNOLOGI
MARA

