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RETAIL HALAL CONTROL POINTS - WHICH CONTROL PROCESSES CAN BE APPLIED DIGITALLY?

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LET'S GET TO KNOW

ABOUT

This study investigates the importance and need to apply the concept of retail halal control points (RHCP) in the food industry, especially supermarkets that operate on a complex supply chain system. The examination of the application of the RHCP in supermarkets is also to facilitate business entities in obtaining the halal or Shariah-compliant status. The RHCP method can assist supermarket management to control for prohibited or illegal elements from infesting the supermarket supply chain. In this way, the procedure of food safety and food production in supermarkets would comply with the Islamic teaching on halal principles.

DESIGN/METHODOLOGY/ APPROACH

Using purposive sampling technique, four supermarkets located in the Klang Valley were cross-examined. Quality assurance managers and halal executives from each supermarket were interviewed extensively using open-ended questions. The interview transcripts were then analyzed using thematic analysis.

FINDINGS/EXPECTED FINDINGS

The results showed that the management teams of all the selected supermarkets agree to use a standard operating guideline to ensure halal or shariah-compliance status in the supermarkets. To achieve an optimum level of effectiveness with the RHCP method, the use of digitalization is recommended.

ORIGINALITY/VALUE/ CONTRIBUTION

This study is significant for both the retail industry and academicians at least in terms of discussing the issues of the RHCP concept. This would certainly help supermarket management in planning their supermarket business effectively, thereby sustaining their competitive edge.

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