

**UNIVERSITI TEKNOLOGI MARA**

**ASSESSING THE ISLAMIC VALUES  
IN THE HALAL SUPPLY CHAIN OF  
THE POULTRY INDUSTRY**

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## ABSTRACT

The values in our daily life are important as the values play a role in influencing our principles and behaviours, and positive values could create good behaviour and a happy living. Thus, values in Islam are essential as those act as a guide for Muslims to be the good believers and capable in forming the better societies. These values are based on the Shariah principles which can be found in the Holy Qur'an, which dominantly enacted as the main reference of foundation for Muslims in present time and the Hereafter. Occasionally, Muslims do not realise that the good things that they do in their daily activities are considered as good values from the Islamic perspective, i.e. Islamic values. The present business environment of the food supply chain, particularly the poultry industry has been chosen in this study due to the fact of highest food consumption of Malaysian in poultry and poultry based products. This study found that research which assessing the Islamic values and halal supply chain has received relatively little attention in the literature. Therefore, this study attempts to fill this void by assessing the Islamic values in the halal supply chain of the poultry industry. This study focuses on the existing poultry supply chain by underlying Islamic values that exist and might capable to assist the implementation of halal supply chain as to be resilience and sustainable in the future. By using a qualitative approach, the main data was collected from in-depth interviews of three case studies. The three case studies are interrelated in the poultry supply chain as the first case is focused on the initial stage of supply chain i.e. farm, while the second case emphasises on five slaughterhouses. The final and third case focuses on the final stage of the supply chain which is retailers' premises. The study determined the fundamental of Islamic values that emerge throughout the entire halal supply chain of the poultry industry. The study then highlights the importance of the Islamic values in the halal supply chain. A model was formed based on eleven dimensions, namely accountability, awareness, commitment, competency, dedication, efficiency, kindness, knowledge, sincerity, spiritual well-being, and trustworthiness. The research contributes to the literature of Islamic values as well as the supply chain management literature by supporting the ethical theory of Al-Ghazali. This study proposed three new dimensions, namely awareness, commitment and competency dimensions in assessing the halal supply chain that is incorporated in the newly proposed assessment Islamic values model.

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# TABLE OF CONTENTS

	<b>Page</b>
<b>CONFIRMATION BY PANEL OF EXAMINERS</b>	<b>ii</b>
<b>AUTHOR'S DECLARATION</b>	<b>iii</b>
<b>ABSTRACT</b>	<b>iv</b>
<b>ACKNOWLEDGEMENT</b>	<b>v</b>
<b>TABLE OF CONTENTS</b>	<b>vi</b>
<b>LIST OF TABLES</b>	<b>xii</b>
<b>LIST OF FIGURES</b>	<b>xiii</b>
<b>LIST OF ABBREVIATIONS</b>	<b>xv</b>
<b>CHAPTER ONE : INTRODUCTION</b>	<b>1</b>
1.1 Background	1
1.1.1 The Halal Industry	1
1.1.2 The Global Scenario Of The Halal Industry	2
1.1.3 Key Insights On Halal Industry Sector In Malaysia	2
1.1.4 Prospect Of Malaysian Halal Industry	2
1.1.5 Justification Of The Study	3
1.2 Research Questions	16
1.2.1 What Is The Current Implementation Of The Halal Poultry Industry In Malaysia?	16
1.2.2 What Are The Values That Exist Along The Halal Poultry Supply Chain?	16
1.2.3 How Do The Existing Values Found In The Halal Poultry Supply Chain Similar With The Islamic Values?	16
1.3 Aims And Objectives of the Research	16
1.3.1 Objectives	16
1.3.2 Scope And Limitations Of The Study	16
1.3.3 Organisation Of The Thesis	17

<b>CHAPTER TWO : LITERATURE REVIEW</b>	<b>19</b>
2.1 Halalan Toyyiban Concept	19
2.1.1 Introduction	19
2.1.2 Maqasid Shariah	19
2.1.3 Fiqh and Halalan Toyyiban Concept	23
2.1.4 Definition of Halal	23
2.1.5 Definition of Halalan Toyyiban	24
2.1.6 Definition of Halal Food	27
2.1.7 Islamic Theories of Concept in Halal Food	29
2.1.8 Justification of Halal in Islam	33
2.1.9 Halal Slaughter	34
2.1.10 Sources of Halal Food	35
2.1.11 Animal Feed	36
2.1.12 Reasons On Why Pork Is Forbidden In Islam	38
2.1.13 Ethics	39
2.1.14 Ethics In Islam	40
2.1.15 Islamic Values	41
2.1.16 Values	44
2.1.17 Institutional Framework in Malaysia	74
2.1.18 Macro View of Islam, Sharia'ah, Muamalat and <i>Halalan Toyyiban</i> Supply Chain Activities	77
2.1.19 Summary	78
2.2 Supply Chain Management	79
2.2.1 Supply Chain	79
2.2.2 Food Supply	79
2.2.3 Halal Food	80
2.2.4 Halal Supply Chain	80
2.2.5 Institutional Framework and the Development of Halal Industry in Malaysia	81
2.2.6 Halal Supply Chain Gap	83
2.2.7 Halal Value Chain	84
2.2.8 Halal Critical Control Points (HCCPs)	86