

UNIVERSITI TEKNOLOGI MARA

**AWARENESS OF MUSLIM ENTREPRENEUR
ABOUT HALALAN TOYYIBAN FOOD AND
BEVERAGES IN SHAH ALAM AND KLANG**

MUHAMMAD ZAKI BIN ZAKARIA

Academic Writing submitted in partial fulfilment
of the requirements for the
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AUTHOR'S DECLARATION

I declare that the work in this academic writing was carried out in accordance with the regulations of University Teknologi MARA. It is original and is the results of my own work, unless otherwise indicated or acknowledged as referenced work. This academic writing has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

I, hereby, acknowledge that I have been supplied with the Academic Rules and Regulations for Under Graduate, University Teknologi MARA, regulating the conduct of my study and research.

Name of Student : Muhammad Zaki bin Zakaria
Student I.D. No. : 2014730679
Programme : Bachelor in Muamalat- IC210
Faculty : Academy of Contemporary Islamic Studies
Academic Writing Title : Awareness of Muslim Entrepreneur about
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Alam and Klang
Signature of Student :
Date : July 2018

ABSTRACT

Halalan Toyyiban for food and beverages had been a great issue discussed by people all over the world. The demand for halal food is not only from Muslim but also for non-Muslim. It is because food is something that we consume and can be a big effect in our daily life. The person who provide the food is very important to know. It is not something that people look away because the one who provide can affect the outcome of the food. The most important role in preparing food and beverages is entrepreneur. The demand not also look on who the entrepreneur is but it also look on how they prepare it and what did they use to prepare the food. All of this is a part of entrepreneur roles. Because of that, the research is focusing on entrepreneur about their awareness on *halalan toyyiban* food and beverages.

Keywords: *Halalan Toyyiban*, awareness, food and beverages.

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