



UNIVERSITI TEKNOLOGI MARA

The Future and Prospect of Halal Food Industry :

A Case study of Sediabumi Yakin Sdn Bhd

JENUS @ CLEBESTER BIN GANSAU@ PETRUS [2008294846]

OLOYSIUS@ ALOYSIUS BIN DALINSING [2008294886]

Applied Business Project Report

Submitted in partial fulfillment of the requirements

For the degree of

Executive Master of Business Administration

(EMBA)

May 2010

ABSTRACT

For this Applied Business Project Report paper we decided to bring up findings as well as the recommendation to a young local company in Sabah by the name of Sediabumi Yakin Sdn. Bhd. (SBY), located in Penampang Industrial Area, at Bandar Baru, Penampang, Sabah. SBY is a local company owned by a Muslim from the ethnic of Sino-Kadazan, originated from Papar, Sabah. SBY specialize in producing and marketing of *Halal* foods namely the *Meat Ball*, *Fish Toufo* and *Eggs Toufo*. It started its operation since October, 2004 in support of the government called to explore the potential of *Halal* Food Industry.

The main objectives of this study are to identify the perceptions and the awareness from the public (customers) as well as their acceptance to the *Halal* products produced by SBY. We are also try to identify the competitive advantages of SBY which can be adopt by this company to excel in the *halal* food industry, and lastly but not least to give a recommendations that might be used to assist the company to expand its business operations especially outside Kota Kinabalu.

Therefore, to complete the study, our team members conducted literature reviews, interviews and surveys involving the targeted respondents. Data collected using several methodologies, was analyzed after which several conclusion and recommendations were developed that can adopt by SBY to improve its market position.

ACKNOWLEDGEMENTS

We would like to express our sincere million of thank to God, and those people who helped us directly or indirectly to complete this project. We are indebted to the management of Sediabumi Yakin Sdn Bhd, particularly to Tuan Haji Harun bin Hájí Ladis, the Managing Director, for his assistance and support to allow us to use his company as a subject of our study for this project.

Special thank to our Advisor, Associate Professor Dr. Mohd Isa Bin Samat for sharing his knowledge, expertise and guidance to the completion of this project. We would also grateful to UiTM's panel of examiners, Associate Professor Dr. Zuriah Abd Rahman the Director of Graduate Business School, Associate Professor Zainuddin Osman as Coordinator of EMBA Sabah, Sheik Badrul Acting Coordinator of EMBA Sabah. and also to all the Professors who lending their expertise and knowledge along two years our studies at UiTM. Not to forget to Puan Nurah of EMBA 's office for her kindness and assistance .

Finally, we thank to our beloved families for their support especially to our wives, Anna Mariana Bangu and Florence Anne Ahing for their undivided encouragement, and understanding.

God Bless us..

TABLE OF CONTENTS

	PAGE
DECLARATION OF ORIGINAL WORK	ii
ABSTRACT	iii
ACKNOWLEDGEMENT	iv
TABLE OF CONTENTS	v - xii
LIST OF TABLES	xiii - xvi
LIST OF FIGURES	xvii - xx
LIST OF ABBREVIATIONS	xx1

CHAPTER 1

INTRODUCTION

1.1	Preamble	1
1.2	Back Ground of Study	1
	1.2.1 Rationale	1
	1.2.2 Sediabumi Yakin Sdn Bhd	2 – 3
	1.2.3 Overview of Foods Industry in Sabah	4
	1.2.4 Overview of <i>Halal</i> Products in Sabah	4
	1.2.5 Overview of <i>Halal</i> Products in Malaysia	5

1.3	Business Models of Strategic Analysis	6
1.3.1	SWOT Analysis Model	7
1.3.2	TOWS Matrix Model	8
1.3.3	Porter's Five Forces	8
1.4	Problem Statements	9 - 10
1.5	Objectives of the Research	10
1.6	Research Questions	11
1.7	Scope of Study	11
1.7.1	Demographic	12
1.7.2	Geographic	12
1.8	Significance of the Study	12
1.9	Limitation of the Study	13
1.10	Definition of Terms	13
a.	Economic of Scale	13
b.	<i>Halal</i>	14
c.	<i>Halal</i> Food	14
d.	Marketing Mix	14
e.	Muslim	14