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ENHANCEMENT OF MINISTRY OF INTERNATIONAL
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GROOM BIG PROGRAM
(SMEs BISCUITS INDUSTRY: JOHOR)

NORAIDA BINTI MD SALIH	2008787675
RURYAKIZAH BINTI YAHAYA	2008320859
UMI MELATI BINTI AB MALIK	2008718265

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Faculty of Business and Management

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ABSTRACT

Small to Medium-sized Manufacturing Enterprise (SME) has consistently demonstrated innovate and bring to the market new technologies and advancement in manufacturing. Industrialized nations function as the supplier base for domestic manufacturing. However, as markets are going global, SMEs face a new challenge in competing in the competitive global market. In this research, we aim to answer the following question: by taking advantage of the new opportunities, how SMEs can reposition themselves to be more competitive in the market. We analyze the data collected from over 7 SMEs biscuits industry and consumers. The study provides us with information about SMEs' importance and practice of Halal, HACCP and GMP. We are able to compare between SMEs importance and practices with consumers Halal and GMP elements. This information can be used to help SMEs better understand their strengths and opportunities confronting their operations. So their business transformations can be effectively conducted for more competitive edges.

In terms of food content, it is more meaningful if the quality standard assures that food is suitable for consumption, processed in a hygiene manner, is nutritious and safe. This paper will focus on the HACCP and Halal in terms of quality standards that are necessary to be given consideration in the production of food. This paper focused on 7 SMEs who had joined the Groom Big Program 2010. Through a survey, we suggested the enhancement model Groom Big model to be implemented by SMEs in order to equip SMEs to be more competitive and successful in future.

Keywords: Total Quality Management Process, Small to Medium-sized Manufacturing, Good Manufacturing Practice, Hazard Analysis and Critical Control Point, Halal, SIRIM, Malaysian Standard Approach, Quality Assurance, Groom Big and The Malaysian Administrative Moderation and Development Planning Unit (MAMPU).

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