



**HACCP: IMPORTANCE OF CERTIFICATE FOR EVER DELICIOUS FOOD INDUSTRIES
SDN BHD**

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TABLE OF CONTENT

	Page
TITLE PAGE	ii
DECLARATION OF ORIGINAL WORK	iii
LETTER OF TRANSMITTAL	iv
ACKNOWLEDGEMENT	v
TABLE OF CONTENTS	vi
LIST OF FIGURES	vii
LIST OF TABLES	viii
ABSTRACT	ix
CHAPTER 1 INTRODUCTION	
1.1 Background of Study	1-2
1.2 Background of the Company	3-5
1.3 Problem Statement	6-7
1.4 Research Objectives	8
1.5 Research Questions	8
1.6 Scope of Study	8-9
1.7 Significance of Study	9-10
1.8 Limitations of Study	10-11
CHAPTER 2 LITERATURE REVIEW	
2.1 Introduction	12
2.2 Certification in Food Industry	12-13
2.3 Hazard Analysis and Critical Control Point (HACCP) Certification	13-14
2.4 Benefits of HACCP Certification	14-15
2.5 Process of HACCP Certification	15-17
2.6 Critical Success Factors of Implementing HACCP Certification	17-19
CHAPTER 3 RESEARCH METHODOLOGY	
3.1 Introduction	20
3.2 Sources of Information	20-21
3.3 Data Collection Method	21
3.4 List of Interviewees	22
3.5 Interview Protocol	22
3.6 Data Procedures for Each Objective	23
3.7 List of Interview Questions	24-25

ABSTRACT

HACCP certification is an international standard defining the requirements for effective control of food safety. The government of Malaysia is encouraging Malaysian food manufacturing companies that are expanding internationally, to apply for the certification in ensuring utmost food safety assurance. This paper investigated the importance of having HACCP certification and its benefits. The paper also described the processes involved in applying HACCP certificate as experienced Sdn Bhd. The data were collected using in-depth interviews as well as observation. The results of the research discovered the importance of having HACCP certificate to the company and the benefits that the company gains. This results of this paper will encourage others Small and Medium-size food manufactures to apply the HACCP certificate.

CHAPTER 1

INTRODUCTION

1.1 BACKGROUND OF STUDY

In the opening speech by Yang Berhormat Datuk Seri Dr. S Subramaniam, the Minister of Health Malaysia, at the World Health Day 2015 with the theme of "Food Safety – from plate to farm", His speech was focus about the importance of having a better food safety certificate. These shown that the Government of Malaysia was give emphasize for Food Industries to have a better food safety certificate. In Malaysia, there are many certificate that been recognize by government such as Hazard Analysis and Control Critical Point (HACCP), Good Manufacturing Practices (GMP) and MeSTi certificate for Food Industries.

The international food trade is expanding due to the continuous promotion of free trade with decreased barriers as well as advances in food technologies which ensure the quality of food products shipped long distances. Every food company is thus faced with competition brought about by local as well as foreign food companies supplying the same or similar products to the global market.

To compete for their market share, each company has its own strategy to ensure the quality of its products to the greatest extent possible. These strategies commonly involve the use of HACCP and, less commonly, ISO 9000 standards (Pun, Wilcock and Aung, 2007). This has made the certification to been seen as the life line for the company and also support the business to maintain their growth. Nowadays customers are more focus towards healthy food and make sure that the company that produces the foods has hygiene certification and standardly uniform the HACCP system.

For example YLF Manufacturing Sdn Bhd which is a Small and Medium (SME) company that manufacturing cookies and biscuits under the brands names IKO and ANO was one of Food Company that have Hazard Analysis and Critical Control Point (HACCP) certificate to support their company. With this certificate the company gains sustainability and survive for more than 15 years in the market and have consumers in more than 50 countries worldwide, this momentum can only be achieve by the YLF Manufacturing Sdn Bhd because they have a HACCP certificate to shows that the company successfully met the requirements of a national or internationally recognized best practice approach.