

Halal business development

Research for "local Halal certification"

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Halal certification is necessary for Japanese company to enter more into Halal business and to grow their profits, however, Islamic areas' certification is difficult to acquire by strict terms. So, we focused on local Halal.

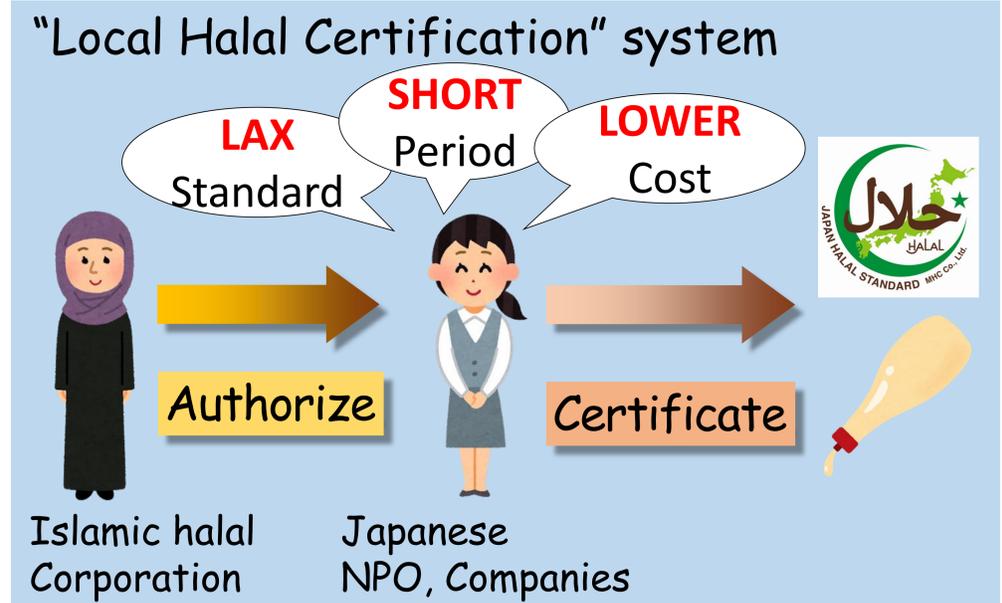
I. Background and Hypothesis ~ What's "Local Halal" ? ~

Halal business

- expand by increasing population of Islam area
- case in Japan is a minority —Why?
→ Halal certification takes time and effort and much money

As an easier method

"Local Halal Certification" is paid attention.



If Local Halal certification is exploited, companies in Japan can get further benefit.

II. Research and Results

1. Questionnaire about "Local Halal"

Respondent : Students of "Universiti SAINS Islam Malaysia" (N=14)

Q1. Do you know ?	
Yes	10
No	4

Q3. Do you feel safe to buy a product?	
Yes	13
No	0
(no Answer)	1

Q2. Do you trust ?	
Yes	10
moderate	4
No	0

Local Halal is not altogether unknown and untrusted.

On the other hand, they say Japanese label of ingredients . . . too difficult to understand if halal or Non-halal

2. Planning

~ Summary ~

- ① **Difference** between halal and local halal
- ② **Process** of acquiring local halal
- ③ **Standards** for certification
- ④ **Merits and demerits** for company
- ⑤ Other solution

Discuss on our plan with Fukujudo Company



Hiring Muslims is difficult.

Thought of acquiring local halal certification

labeling halal or Non-halal in English



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III. Conclusion and Next steps

Result of 1. Muslims trust Local Halal Result of 2. Hiring Muslims is difficult

On the other hand, Japanese label cannot be understood.

Labeling halal or Non-halal roughly in English.

- ex.)
- making a pictogram
 - label of ingredients in English