

Halal Certification, Reasons and Performance



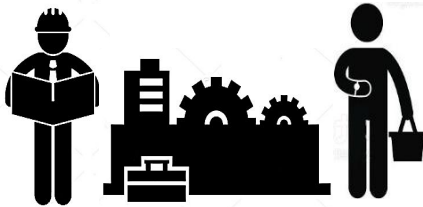
Muslim – Major importers
Non-Muslims – Major exporters



Muslim – A way of life
Non-Muslims – A symbol



Why food companies
implement Halal certification?



Internal Reasons
External Reasons



Positive performance relationships –
Operational, Marketing, & Financial



Future research – Comparison
with other Halal Certification