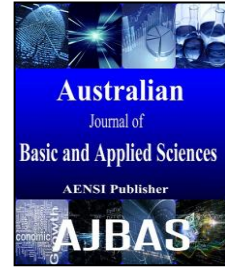




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A Qualitative Approach of Halal Entrepreneurship in Malaysian Context

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ABSTRACT

Background: The current dynamic business environment makes it necessary for organizations to employ effective plans of action and business strategies. Recognizing the importance of the contributions of Small and Medium Enterprises (SMEs), the government plays a crucial function in generating, developing and enabling conducive environment for SMEs to operate and succeed. **Objective:** The purpose of the study is to analyze and examine the reason of SMEs for going Halal and to examine “whether entrepreneurship education and training attended by the halal SME owners are associated with the success of halal SMEs” **Results:** Analysis of individual aspects of both types of entrepreneurship education and training could be further explored to show which aspects of education and training should be offered in order to achieve higher level of success. Agencies that develop halal SMEs must also identify and nurture the personal characteristics of the SME owners to ensure success. **Conclusion:** future researchers might focus on either of the two research methods: qualitative or quantitative, that would allow complete focus on any one of the two aspects. Adoption of qualitative methods would lead to detailed description of the topic, highlighting all the essential aspects and at the same time, focusing on various dimensions linked to the same topic.

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INTRODUCTION

In many countries including Malaysia, the practice of halal is clearly explained and understood in matters pertaining to food. According to Islamic teachings the general principle related to food asserts that in Islam, everything is halal except three things. These three things are: intoxicant, impurity (or mixed with impurity) and harmful. Thus, it is important for Muslims to eat meals that are proper and healthy and avoid all those food items that are forbidden. There is a concept of slaughter in Islam. According to this concept; before the consumption of an animal it should properly be slaughtered. The act of slaughtering is done to make sure that quality of the meat is good and to avoid any sort of microbial contamination, which basically entails the Toyyiban part of Halalan Toyibban. Normally, a dead animal that is not slaughtered is associated with disease. Most of the diseases originate or carried in the blood of animals. Thus, slaughtering is mandatory to make sure that the blood is drainage in a complete way from the body of animal which in turn would minimize the chance of microbial infection. This action and requirement of the slaughtering is akin

with the phenomenon of cleanliness which is consistently repeated and emphasized in Islam. Besides making sure that food items are clean, Islam also restrict the usage of any sort of materials that are harmful for the spiritual, mental and physical well-being of an individual such as alcohol, drugs and drinks etcetera. In the Muslim society, awareness about preference of halal, wholesome and clean food is propagated to a greater extent because these are the teachings of Islam. As a result of this awareness knowledge about consuming clean and halal food is widespread.

The Syariah Law and Halal Concept:

In a general way, Syariah can be described as a body of Islamic laws that are devised on the basis of Divine guidance. Syariah takes into account all the aspects of Islamic faith such as ethics, faith and beliefs. In a specific way, Syariah can be defined as laws based on following:

1. Primary sources – the *Qur'an* and the *Sunnah* (sayings and doings of Prophet Muhammad).
2. Secondary sources – *Ijma'* (consensus), *Qiyas* (analogy) and *Masalih mursalah* (public interest), etc. (FPAM, 2009).

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While the Syariah laws explain the code in which the religious laws that observant Muslims follow, halal, on the other hand, is the abbreviation of Halalan Toyyiban, which describes the good or actions that are permissible and wholesome according to Syariah laws and Islamic principles. The opposite of this is haram or non-halal, which means forbidden or prohibited. Though this term is widely evidenced and used with regards to food and beverages, awareness among the Muslim has extended it to include all other sectors.

For any other type of products and action of services that come under the grey area and cannot be clearly classified as halal and non-halal is referred to as "Syubhah", this implies that these products and services are questionable and dubious in nature. In relation to the food and beverages category, Muslims are refrained to consume a product until the status of the product get clear classification as a halal and non-halal. Related to Syubhah matter, The Prophet (peace be upon Him) has provided clear guidelines. It is reported by Bukhari, Muslim, Abu Daud, Ibn Majah and Darimi, as follows:

"What is halal is clear. And what is haram is also clear. And in between those two is a dubious area in which many people do not know about. So whoever distanced himself from it, he has acquitted himself (from blame). And those who fall into it, he has fallen into a state of haram."

Since entrepreneurship is based on the "Syumul" concept which means that all business activities are considered religious activities, Islamic businesses are defined as business organizations that operate under the Syariah law. Therefore, their operations should be excluded from the following criteria:

Those operations that are controlled and undertaken on the basis of riba (interest). This usually entails business and activities of trade dealings and business of financial institutions such as finance companies, merchant and commercial banks.

"Allah will deprive usury of all blessing, but will give increase for deeds of charity: For He loveth not creatures ungrateful and wicked" (Al-Baqarah, 276).

Operations that involve elements of *Maisir* (gambling) which involves activities that are based on luck of making, more than needed.

"They ask thee concerning wine and gambling. Say: In them is great sin, and some profit, for men; but the sin is greater than the profit." They ask thee how much they are to spend; Say: "What is beyond your needs." Thus doth Allah make clear to you His Signs: In order that ye may consider" (Al-Baqarah, 219).

Activities that involve the manufacturing and/or selling of products that are haram (forbidden). This includes products such as pork, liquor and non-halal meats.

The Prophet (PBUH) once said "Allah has prescribed certain obligations for you, so do not neglect them; He has defined certain limits, so do not

transgress them; He has prohibited certain things, so do not do them; and He has kept silent concerning other things out of mercy for you and not because of forgetfulness, so do not ask questions concerning them." (Reported by al-Darqutni and classified as hasan (good) by al-Nawawi).

Businesses and operations that encompasses the element of Gharar (uncertainty). The best example of this is business of conventional insurance.

"The Prophet (PBUH) prohibited the pebble sale and the Gharar sale" (Reported by Ibn Majah on the authority of Abu Hurayra (r.a)).

A detailed and elaborated principles related to halal and haram is covered in an extensive way in the book written by the respected and imminent Muslim scholar, Dr. Yusuf al-Qardawi called "The Lawful and the Prohibited in Islam". In the book Qardawi describes a business in Islam with the connotation:

"Islam does not prohibit any trade except those which involve injustice cheating, making exorbitant profits or the promotion of something which is haram" (Al-Qardawi, 1997).

Therefore, any organizations that are involved in Islamic businesses or halal business must take part in the development of their businesses to be at least at par with all other businesses.

In many countries including Malaysia, the practice of halal is clearly explained and understood in matters pertaining to food. According to Islamic teachings the general principle related to food asserts that in Islam, everything is halal except three things. These three things are: intoxicant, impurity (or mixed with impurity) and harmful. Thus, it is important for Muslims to eat meals that are proper and healthy and avoid all those food items that are forbidden.

There is a concept of slaughter in Islam. According to this concept; before the consumption of an animal it should properly be slaughtered. The act of slaughtering is done to make sure that quality of the meat is good and to avoid any sort of microbial contamination, which basically entails the Toyyiban part of Halalan Toyyiban. Normally, a dead animal that is not slaughtered is associated with disease. Most of the diseases originate or carried in the blood of animals. Thus, slaughtering is mandatory to make sure that the blood is drainage in a complete way from the body of animal which in turn would minimize the chance of microbial infection. This action and requirement of the slaughtering is akin with the phenomenon of cleanliness which is consistently repeated and emphasized in Islam. Besides making sure that food items are clean, Islam also restrict the usage of any sort of materials that are harmful for the spiritual, mental and physical well-being of an individual such as alcohol, drugs and drinks etcetera. In the Muslim society, awareness about preference of halal, wholesome and clean food is propagated to a greater extent because these are the teachings of Islam. As a result of this awareness knowledge about consuming clean and halal food is

widespread. The research significantly provides a better understanding of why the halal SMEs should be studied as a separate entity from the general SMEs based on how the SME owners perceived the effect of the environment and how they would increase the level of success by implementing a realistic and practical approach to their businesses to suit the environment.

Literature Review:

1. Gagliardi (2008)¹ contests that individuals are impacted by systems in all their behavior they carry out being economic agents. Therefore, the framework and agents function in an ever changing relationship.
2. According to Vaillant and Lafuente (2007)² a conceptual structure and outline established on a socio-cultural paradigm may be more suitable for the research on entrepreneurship and SMEs than the traditional financial and psychological models.
3. A.R. Anderson & Smith, (2007)³ stated that, one of the difficulties is that the risk takers of an enterprise carry out their decisions within society and their process is molded according to the demands of the society. Another and an even bigger difficulty is that even though the risk takers of entrepreneurs are facilitators of change, the structure cannot be defined by them in a more complete description.
4. Omar (2008)⁴ claimed that entrepreneurship is based on the human and social theory is built according to the life of Muslim. Entrepreneurship is based on the Syumul concept, where all business activities are considered religious activities. Entrepreneurship thus refers to any activity that is carried out by any individual with the intention of creating a product or service based on the Syariah concept. Entrepreneurship is seen as amal soleh (good deeds) where through entrepreneurship, sources of income are being created and job opportunities exist to help minimize poverty.
5. In the perspective of Kuratko and Hodgetts (2004)⁵ an entrepreneur is a daring person. He is daring enough to take the risks that a business entail, an entrepreneur is a creative person who remains in quest of new resources so that old resources can be replaced so that profit can be made.
6. Chell (2001)⁶ mentions that for entrepreneurship, ownership of business is not a prerequisite but, a person who is an entrepreneur must have his own business venture or an owner of a business.
7. According to Aris, (2007)⁷ The SMEs in Malaysia have gradually become one of the main contributors to the Malaysian economy. SMEs are often considered as the backbone of economic by virtue of their size and nature of their businesses, numbers, and increasing share in employment and Gross Domestic Product. SMEs too, are now one of the well identified and recognized areas in the development of entrepreneurs in Malaysia.

8. Thurasamy et al.,(2009)⁸ stated that ,according to the Prime Minister of the country, SMEs are an important and essential part of the economic system of Malaysia. The ongoing progress and advancement of a strengthened and competitive SME segment is one of the main constituents of the overall objective of the government in attempting to attain well rounded economic growth and enhanced ways of living, applicable to all segments of the society. The gist from the speech of the Prime Minister below depicts the significance of technology for the longevity and survival of SMEs

9. Saleh and Ndubis,(2006)⁹ opined that, in Malaysia, SMEs play immensely important role in the national economy with the help of its business operation that has more than a quarter of all manufacturing output. But, there are many SMES that encounter different challenges. There are a number of businesses that have to face challenging and struggling time to reach to the desired and expected level of performance.

10. Ladzani & Van Vuuren,(2002)¹⁰ stated that, a regular pattern can be observed with regard to the failure of these newly established small businesses and there are some organizations that fail after few years of entering in the market.

Research Methodology:

The understanding of level of success for SME in the *Halal* industry can only be collected through personal interviews with the SME owners. Existing literatures may have given some clues to what is deemed as success for SMEs in general but because of the environment in the *Halal* industry that may affect the success, it only makes sense to investigate if the perception of success for the general SMEs is also valid for *Halal* SMEs. It discusses the various aspects involved in the above study. Discussion is divided into two parts. The first is a descriptive profile of the eight respondents, and the second section concerns a content analysis of the responses as well as underlines the major pointers which may be deduced from them. Finally, it summarizes the main points of the study and presents a conclusion that supports the conceptual framework of this study. The findings from this qualitative analysis also lend support to the designing of the survey instruments for testing the framework.

This section, however, does not intend to serve as a transcript for the entire dialogue between the researcher and each respondent but more as a compilation of information pertinent to the focus of the study. As mentioned in the previous chapter, data was collected in the form of transcripts of in-depth interviews and supplemented by field notes. They represent the respondents' opinions, ideas and perceptions of success and the factors that contribute to the success of *Halal* SMEs.

For the reporting purposes, only selected responses are shown here and arranged according to the major questions posed during the interviews.

Profiles of the Respondents:

The respondents for this interview are eight *Halal* SMEs, which comprised of four Malays, two Chinese and two Indians. As noted earlier these SMEs were based on different parts of Pahang and deliberately chosen to represent the various industries in which Malaysian *Halal* SMEs are commonly found. As shown in Table 6.1, their age ranged from 20s to early fifties. Three of them are in food and café business, two in food processing, one in health and beauty, one in retail and one in service.

Three have been operating 3-5 years; three, for 6-10 years and two have been operating for more than 10 years. Four were based in the Kuantan, 2 in Rompin, and 2 in Pekan. All locations were either in town or outskirts of towns. More detailed information on each of the respondents would be ideal as reference in reporting. However, due to the small number of respondents in the interview and the commitment of the researcher to adhere to the request of the respondents as not to reveal a significant information that is their location, which might lead to their easy identification, only those information on related items were asked to each of them such as on Ethnicity, Age Group, Type of Business, and Duration are shown in Table 6.1.

Table 6.1: Profile of respondents in the Personal Interviews.

Identification	Ethnicity	Age group	Type of Business	Duration of Business
P1	Malay	39	Bakery and Cafe owner	8 years
P2	Chinese	41	Seafood Processing	12 years
P3	Malay	28	Financial Advisor	6 years
P4	Malay	36	Snacks Manufacturer	8 years
P5	Indian	53	Restaurant	5 years
P6	Indian	46	Retail shop	7 years
P7	Malay	29	Traditional Herbs, Ointment and Beauty	4 years
P8	Chinese	38	Bakery shop	4 years

Source: Researcher's own personal interview

Interview Questions and Answers:

The following are excerpts of questions and answers given in the personal interviews.

Q1. What made you decide to become a *Halal* entrepreneur?

In the first interview question of the survey, the research participants were asked that what made them decide to become a *Halal* entrepreneur. The purpose of this question is to analyze and examine the reason of SMEs for going *Halal*. This interview question also intends to examine the first objective of this research which is "whether entrepreneurship education and training attended by the *halal* SME owners are associated with the success of *halal* SMEs" and the subsequent first research question of this research which is "Are entrepreneurship education and training programmes attended by the SME owners associated with the success of *halal* SMEs?" The interview question, hence, particularly suggests whether first objective and first research question of this study are addressed or not.

Each participant in the interview survey has provided its own explanation and reasoning for going to *Halal* business and many of these explanations are found to be consistent with the previous findings in the available literature. P1, who is Malay, bakery and Café Owner, stated his explanation for deciding to become a *Halal* entrepreneur that "One thing for sure is that when I found out about the potential business in the *Halal* market, I don't want to wait another day to register as *Halal* SME. I have been trained by my father when I was helping him in his business that I should always go where the money is". In addition,

P2, who runs Chinese, Seafood Processing, stated his explanation of deciding to go for *Halal* business that "I was invited to a seminar by the other business owners in my area on the potential of business in Dubai".

Subsequently, P5, who runs an Indian restaurant business, mentioned his reason of why he become engaged in *Halal* business that "I'm always looking to challenge myself to achieve more than what I have achieved. Ever since I started a small stall in front of my house, I always knew that that was not the only stall that I will have". He further specifically added that "I always vision having many other stalls in other parts of town. So, my food can be eaten by all and knowing that my customers are majority Muslim, I see that it is to my advantage if I register as *Halal*. You know, many Indians are also Muslim".

The overall responses of this interview question suggested the perceptions of participants that entrepreneurship education and training programmes attended by the SME owners associated with the success of *halal* SMEs. The research addressed the first research objective and subsequent research question that owners perceive that entrepreneurship education and training programmes attended by them are the major influential factors which induce them to *Halal* business. They also perceive both entrepreneurship education and training programmes attended by them as the significant factors associated with the success of their *halal* SMEs in Malaysia.

Q2. Did you attend any types of seminar or training when you started the business?

In the second interview question of the survey, the research participants were asked that did they attend any types of seminar or training when you started the business. The purpose of this question is to assess whether entrepreneurship education and training is a lead factor. Like previous question, this interview question also, partly, intends to examine the first objective of this research which is “whether entrepreneurship education and training attended by the halal SME owners are associated with the success of halal SMEs” and the subsequent first research question of this research which is “Are entrepreneurship education and training programmes attended by the SME owners associated with the success of halal SMEs?” The interview question, hence, particularly suggests whether first objective and first research question of this study are addressed or not.

P2, who runs Chinese Seafood Processing, suggested that *“Of course, I build this business and as my business grew, I knew I had to keep proper management records, and being a Chinese in Halal business, I wanted to make sure I have all the trainings in all managerial aspects especially human resource and accounting. The ones that PSDC gave are also good”*. In addition to that, P3, who is Malay financial Advisor, suggested that *“Many years ago, when I first started my business, I was young and wanted to know about business. So I followed my friend to a seminar and listen to an insurance business talk. But I did not do insurance only. I was looking for something more than suit my skill. So, I asked the people in that business and they invited me to their workshop on Islamic financial planning”*.

In addition, P6, who is an Indian retail shop owner, indicated *“No I didn’t attend any training. I was helping my brother on part-time basis. He was working in a small sundry shop and sometime when I’m free I accompanied him. I saw the potential of the business and told my brother that I would open one like that sundry shop. So my brother introduced me to the shop owner and I started learning from him during weekends”*. Also, P7, who trades in Malay Traditional Herbs, Ointment and Beauty products, suggested *“I was never really interested to do other business as I am currently satisfied with what I achieved. However, when I attended a training program organised by my local council to claim from the EPF account 2 which I had from my employment, I realized that one day my current business may not be as highly demanded as it is now. So, I started to enrol in seminars and trainings during my spare time on the potential of Halal business”*. The overall responses of this interview question suggested the perceptions of participants that they have attended numerous training programs which greatly influenced the success of their halal business.

Q3. Was your business already operating when you register for the *Halal* project?

In the third interview question of the survey, the research participants were asked that whether their business already operating when they register for the *Halal* project or not. The purpose of this question is to determine if they were general SME prior to registering as halal SME and to gauge if halal environment is a moderating factor. This interview question also intends to examine the first part of fourth objective of this research which is to determine “whether the halal marketing environment is the moderating variable which will influence the effects of entrepreneurship education and training attended by the halal SME owners and their success” and the subsequent first part of fourth research question of this research which is “Is the halal marketing environment a moderator that influences the effect of the entrepreneurship education and training that the halal SME owners attended and the success of halal SMEs?” The interview question, hence, particularly suggests whether first part of fourth objective and research question of this study are addressed or not.

P1, who runs a Malay Bakery and Café, suggested *“Well, being a Muslim, I started the business with Halal all the way in my mind. So for me, it was easy transition. I started five years before I was invited to take part in the Halal project. There was much assistance; financial, advertising, marketing and loans provided to expand my business in the Halal category”*. In addition, P4, who is a Malay Snacks Manufacturer, mentioned *“Yes, this business has been in my family for many years. My father started it. Being illiterate, he couldn’t find other jobs. So he started making “kerepek ubi” (tapioca crackers) and “kerepek beras” (rice crackers). When my sister and I grew up, father asked us to help him as he needed people whom he can trust to manage his accounts and stocks. So here I am”*.

Apart from that, P8, who runs a Chinese Bakery shop, suggested *“Yes, in a different industry though. I ventured into a new area where I think is easier for me to get Halal status. Being in financial business and selling insurance, it was tough to convince my customers to buy insurance. But I saw the potential in this Halal market, so I opened another company, which is a bakery. Funny though it seems that from insurance to bakery, but many of my previous clients now buy from my bakery shop too!”*

The overall responses of this interview question suggested the perceptions of participants that they were previously engaged in a Halal business prior to the registry of their business as halal in the food industry of Malaysia. Most of them also suggested that they were engaged in the halal marketing environment prior to registry either because they being Muslims are responsible to trade in halal food market or they saw a growing potential in the halal market as compared to conventional markets. The responses of this question hence addressed the first

part of research objective and research question that halal marketing environment is the moderating variable which will influence the effects of entrepreneurship education and training attended by the halal SME owners and their success.

Q4. Do you consider your business to be successful? Why?

In the fourth interview question of the survey, the research participants were asked that whether they consider their business to be successful and what may be the reasons for considering so. The purpose of this question is to assess their perception/their definition of their level of success and to gauge whether they consider personal characteristics and entrepreneurship education and training attended by the halal SME owners to be significant factors of their success. This interview question also intends to examine the third objective of this research which is “whether both (1) entrepreneurship education and training attended by the halal SME owners and (2) the personal characteristics of the halal SME owners themselves are significant predictors of their success” and the subsequent third research question of this research which is “Are both(1) entrepreneurship education and training programmes attended by the halal SME owners and (2) their personal characteristics significant predictors of the success of halal SMEs?” The interview question, hence, particularly suggests whether third objective and third research question of this study are addressed or not.

P1, who runs a Malay Bakery and Café, stated “*I think after eight years in business, yes it is People who are doing the same business with me when I started are either out of the business, moved to a different state, or quite far behind me. Even though I am not from Pahang, I now supply hampers and gifts of my own products to many high net worth clients here. Even the Tengku Puan (Pahang) and her relatives and close friends, order cakes and cookies from me and not from others, without fail every year during hari raya. I also took part in exhibitions organised by Matrade as they encourage us to export our products overseas*”. In addition, P2, who runs a Chinese, Seafood Processing, suggested “*Oh yes, here in Kuantan, we are well known for our fish crackers. Although there are so many competitors selling the same products, you can only find my company’s products at the airport. We produced, packed and deliver them ourselves. I have doubled my manpower since we got the contract to supply at the airport five years ago. Sales of course increase too. I think I beat all other competitors already!*”

Apart from that, P7, who trades in Malay, Traditional Herbs, Ointment and Beauty Products, suggested “*I think I am successful considering I’m still in business. However, I’m not making a lot of money like the bakery in the other town. Maybe my business now has reached a saturation point. My customers are not buying my products like they used*

to. Sales fell but in business, sometimes it is seasonal. Some buy from my competitor. So, I’m taking a wait and see approach while looking for opportunities in the Halal market. Maybe I will venture to new market outside the country and market through the internet for a change. This is a good market, and HDC helps too”.

The overall responses of this interview question suggested the perceptions of participants that they consider both entrepreneurship education and training attended by the halal SME owners and the personal characteristics of the halal SME owners themselves as significant predictors of their success.

Q5. What are some of your characteristics that you have as an entrepreneur?

In the fifth interview question of the survey, the research participants were asked regarding some of characteristics they consider within themselves as entrepreneur. The purpose of this question is to assess if they have the characteristics that would be a lead factor. This interview question also intends to examine the second objective of this research which is “whether the personal characteristics of halal SME owners are associated with the success of their enterprises” and the subsequent second research question of this research which is “Are personal characteristics of the halal SME owners themselves associated with success of halal SMEs?” The interview question, hence, particularly suggests whether second objective and second research question of this study are addressed or not.

P1, who is a Malay Bakery and Café, suggested “*I like to win. What I mean is that I will always try to improve myself; I will always try to be the best in the industry. I also prefer to be in control of my work so business is the only one that keeps me in control*”. In addition, P5, who runs an Indian restaurant business, averred that “*I’m very brave, everytime I see opportunities I will take eventhough I don’t know how to do it yet. Well of course, to be successful. I came from a poor family; I just have to be better than before. I want my children to have better education so I work hard every day and I love doing what I do*”.

The overall responses of this interview question suggested the perceptions of participants that the personal characteristics of halal SME owners are associated with the success of their enterprises.

Q6. What are some of the opportunities or challenges significant environment factors that you faced in the *Halal* environment?

In the sixth interview question of the survey, the research participants were asked regarding some of the opportunities or challenges significant environment factors that you faced in the *Halal* environment. The purpose of this question is to examine the influence that the halal marketing environment plays. This interview question also intends to examine the second part of the fourth objective of this research which is “whether the halal

marketing environment is the moderating variable that will influence the effects of halal SME owners' personal characteristics and success" and the subsequent second part of the fourth research question of this research which is "Is the halal marketing environment a moderator that influences the effect of personal characteristics of halal SME owners and the success of halal SMEs? The interview question, hence, particularly suggests whether second part of the fourth objective and second part of the fourth research question of this study are addressed or not.

Like previous interview questions, the participants have also provided varied responses in this interview question and suggested their own perceptions regarding some of the opportunities or challenges significant environment factors that you faced in the *Halal* environment. P1, who runs a Malay Bakery and Café, stated "I actually have problems in looking for suppliers. Though I am in the *Halal* business, my suppliers are also suppliers of other businesses. So, I'm still trying to figure out if I can be 100% categorized as *Halal* since my supplier falls under the "grey" area. JAIP and the people at SME development Unit in Bandar have yet to determine the status of my supplier. Luckily, on the wholesaling and retailing part, I have selected exclusive agents who are my ex schoolmates. So I did not have to worry about them not gaining *Halal* status since as my agents, I paid them commission and control the production and logistic matters". In addition, P2, who runs a Chinese Seafood Processing, suggested "JAIP requirements (referring to the Pahang State Religious Department). I have to go to courses that they require me to go. Being in food business, my premises always checked by the Health department, and sometimes they checked our raw materials to see if we use *Halal* materials or not. Last time, in my previous business, I did not have to worry about complying with all these rules but I think it is okay since I get to expand my business horizon. He further stated that "To export, I must also get a distributor who will only distribute my product and other *Halal* product. It will be quite a problem to me if my distributor carries other competitors' product which is of the same nature but not in the *Halal* category".

Apart from that, P3, who is a Malay, Financial Advisor, suggested that "My partners and I have decided to invest in research and development to ensure that our business operation is *Halal*. It is both easy and challenging to us as our business is service. Though the product is *Halal* financial products since we deal with sharia approved funds, we have to invest in a system that ensures that our documentation and accounting system is *Halal* too". Moreover, P4, who is a Malay, Snacks Manufacturer, suggested "My factory is my backyard at home. But since my father has started to export his products to Dubai with the help of HDC, we have to move to a

*different location to facilitate logistic requirements. At least for now we do not have to move yet due to the halt in the Gambang project. So we are still thinking". P7, who is a Malay, Traditional Herbs, Ointment and Beauty Products, suggested that "It's quite difficult for me because I'm in the beauty/cosmetic business to get supplies. My customers are mostly women and some of them want youthful skin. Recent popular product is the stem cell. Even though stem cell is good, the status of whether it is *Halal* is still doubtful. Since stem cell is Bioengineered, I can't get suppliers who can guarantee that the supplies are *Halal* or not. The people in my neighbourhood also are somewhat traditional. Even though my business operation is near resorts where tourist come from western countries, my neighbours are old kampong folks and they complaint about my business to the local media and their ADUN".*

The above extract provided in depth knowledge about the main issues. An enormous amount of work is required during the process of interviewing since researcher has to cross check based on theme derived from the past literature and conceptual framework presented. However, respondents indicate their agreements with the themes that represent items in measuring level of success and types of entrepreneurship education and training. These items were then incorporated in the survey instrument in the quantitative data collection method .

Limitations:

The major limitations of the study include the inability of the researcher to conduct massive survey, combined with detailed interviews of the large number of respondents, which would not have assisted in getting comprehensive knowledge but at the same time, also assists in highlighting various concepts and factors. It is eminent to note that the increase in data sources does not only assist in widening the scope of the research but at the same time, it also adds the significance and implications of the same. Moreover, the methodological shortcomings include the inability of the researcher to focus on either the quantitative or qualitative aspects, thus including both the aspects and limiting the scope of the research. The future researches are thus expected to focus on either of the two methodologies, and at the same time, the number of respondents and the amount of literature reviewed should be increased, to make sure that all the aspects of Malaysian industry are highlighted and at the same time, comparison with other areas and countries is also presented. The comparison would not only allow the concerned individuals to bring about positive changes but at the same time, it would also lead to improvement and betterment in the business conditions prevailing in Malaysia.

Suggestion for Future Research:

Based on the current findings, several suggestions for further research are proposed here, which include to further refine the model and enhancing the scope of study. Specific attention should be given on the outcome of this research finding if the country is serious on building successful halal SMEs to compete in the global market. It should be noted that the benefits and advantages of halal SMEs are well known, and the same has also been highlighted at various instances, thus focusing on the importance of the system and the need to conduct proper researchers in the same field. The current study and the experiences linked to it have led to the following conclusions and recommendations, that would not only assist the future researchers but at the same time, it would also allow the researchers them to make significant addition in the knowledge body, by increasing the information and knowledge available to the concerned issue.

Analysis of individual aspects of both types of entrepreneurship education and training could be further explored to show which aspects of education and training should be offered in order to achieve higher level of success. Agencies that develop halal SMEs must also identify and nurture the personal characteristics of the SME owners to ensure success.

It is essential to note that the future researches are not only meant to dig new facts and deal with the concepts that have not been discussed before, but the same might also contribute to the previous researches and make significant additions in the already researched topics, thus updating them according to the latest requirements. At the same time, future researches might be conducted in order to include additional factors and dimensions, which might have been ignored by the previous researchers. As far as the current research is concerned, the future researchers might aim at expanding the research by focusing on comparatively vast area, that can be generalized and the same can be applied globally. It is eminent to mention here that the current research is specifically focused on the situations and trends in Malaysia, thus limiting the scope of the research and disallowing the researcher to generalize the researcher.

Conclusion:

Moreover, the future researchers might also increase the variables involved in the research, thus increasing the factors involved in the research and allowing the researcher to present better and more comprehensive idea about the research. It should be taken into account that although the focused researches are essential in presenting details of the topics, inclusion of several dimensions would allow the researcher to present the issue in broad sense and thus focus on all the concerned matters. This would not only add to the generalization of the topic, but at

the same time, it would ensure that the research can be applied to different and varying situations. It should be noted that the increase in generalization is counted as a major positive sign, which implies that the conclusions and the recommendations of the research have wide scope and the same can be unanimously applied to different situations and circumstances, or to the industries present in different parts of the world.

The methods used in the research might also be altered in the future researches, in order to produce more comprehensive results. This implies that the future researchers might focus on either of the two research methods: qualitative or quantitative, that would allow complete focus on any one of the two aspects. Adoption of qualitative methods would lead to detailed description of the topic, highlighting all the essential aspects and at the same time, focusing on various dimensions linked to the same topic. It has been observed that the qualitative researchers are more effective for in depth analysis of the situation, that does not only allow them to deal with several dimensions and different variables at the same time, but also increases the impact and authenticity of the research.

On the other hand, the use of quantitative research by the future researcher would place more focus on the statistics and numbers, thus stressing the facts and figures and attempting to present conclusion without providing detailed explanations and minute details. The focus on quantitative method would thus render the research more quantifiable and calculated, thus reducing the chance of making wrong assumptions and suppositions. It is eminent to mention here that the future researches are meant to make valuable additions to the knowledge body while refining the same topic, and thus all the possible efforts should be made to ensure their authenticity and vast scope.

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