


Prospects, Trends and Potential of Halal Industries – A Certified Program

This program is exclusively organized by:

- BDEC Resources Malaysia Sdn Bhd in Collaboration with Pembangunan Sumber Manusia Berhad (PSMB)
- UPM Education & Training Sdn Bhd



This workshop provides training for professionals to have some knowledge and good understanding of prospects, trends & potential of halal industries.



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OBJECTIVES

At the end of the programme, participants will be able to:

1. Understand the basic knowledge in halal business
2. Apply the basic understanding of the halal business in the workplace
3. Assist in developing a programme for halal business

TRAINING METHODOLOGY

This course provides a complete learning system with defined objectives that are achieved through:

1. Lectures
2. Practical (Group Assignment)
3. Discussion
4. Examination

PROGRAMME OUTLINE

MODULE 1 - Introduction

Halal Market, halal product market

MODULE 2 – Halal Market Segmentation

- Product - Food, Cosmetic and Pharmaceuticals
- Services - Foodservice, Financial, Tourism, Logistic, Samak, Retail

MODULE 3 – Potential market for Halal Product

Middle East Market, The African Market, European Market, The North American Market, Asean Market, Malaysia market

MODULE 4 – Trends in Halal Market

Accessing the Halal Market, Emerging Halal Market, Building Competitive Advantage in the Halal Market

MODULE 5 – Islamic Business

MODULE 6 – Islamic Marketing

Understanding the Islamic Marketing, Principles, Issues

MODULE 7 - Key Success Factors in Halal Market

MODULE 8 - The Building of Halal-Hub

MODULE 9 – Supporting Institutions



WHO SHOULD ATTEND

- University Graduates
- Professionals who are handling Halal for their companies
- Food handlers

COURSE LENGTH

3 months (including classroom and practical training)

DETAILS

PARTICIPANT'S FEES: TBD

CERTIFICATE: Students will be given a certificate by UPM Education & Training Sdn Bhd

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