

Analyzing Consumer Markets and Business Market in General View of Islamic Manufacturing Practice (IMP)

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Abstract: This paper is about analyzing consumer markets and business market in general view of Islamic Manufacturing Practice. IMP is a concept has been introduced in Malaysia. Malaysian known as Islamic country and the concept of IMP is created by a small community of Muslim there. Islam strongly ask follower to halal guide consumer faith. The main behind of IMP is to make sure that all final products follow a rules and regulation based on Islamic law from the Al Quran and Al Hadis. In 2017, IMP is expanding due the awareness of Muslim that are started to care about their daily uses is increasing. They realize and concern to find a halal product that nor has any doubt inside the ingredient and the productions. As a Muslim, finding and search for lawful (halal) and wholesome (toyyiban) products is not only a part of ibadah but also can nourish the body and soul due the permissibility and purity of the products. It's also to get pleasure of Allah SWT.

Keywords: IMP, Halal, Toyyib, Manufacturing, Toyyiban, Input, Output, Consumer Market, Business Market

I. INTRODUCTION

The word halal is derived from the Al Quran, the holy book of Islam, and means permitted, allowed, lawful and legal. Consuming *halal* and *toyyiban* products are compulsory. No doubt for this obligation [1].

Allah said in the holy book Al Quran:

From surah Al-Baqarah with meaning of the verse is;

“O ye people! Eat of what on earth, lawful (*halal*) and good, and do not follow the footsteps of Evil one, for He into you an avowed enemy” (2:168) [2].

He also emphasized in Surah Al- Mu'minun with the meaning of the verse;

“O ye messengers enjoy all things good and pure (*tayyib*), and work righteousness: for I am well-acquainted with (all) that ye do” (23:51) [2].

A part from attaining Allah's pleasure, consuming *halal* and *tayyib* food can deeply affect one's personality are religious practice. It enlightens one's heart and brings the feeling of gratification and devotion towards Allah because of the permissibility, cleanliness and the purity of the food. Anas (may Allah be pleased with him) said to the Prophet Muhammad (peace and blessing be upon him):

“O Messenger of Allah! Supplicate to Allah for me to make my Du'a acceptable” [3].

The Prophet Muhammad (peace and blessing be upon him) then replied:

“O Anas! To have an acceptable Du'a, you must eat only the *halal* (lawful) since a person may be deprived of his Dua being answered for forty days because of eating a mouthful of Haram food” [3].

The wide expanding of halal and *tayyib* made a founder of IMP think that they should do something in the manufacturing industry and come out which creation of IMP [4].

From the interview with the founder of IMP Ustaz Hj. Ahamd Tajuddin, he is said that he received much feedback especially from manufacturing industries to get the standardized certification from IMP in order to get the attention from Islamic consumers. He added that countries such as Japan, Indonesia and China invited him to give a talk regarding this IMP.

IMP can be expanding among Islamic countries. The fact is supported by the increasing output produce by the factory of IMP which is located at Lubuk Merbau, Kuala Kangsar, Perak, Malaysia. K. Kotler (2016) mentions that have three main factors that contribute to consumer behavior there are cultural factors, social factors and personal factor. Based on these factors we can conclude that religion is the main influences due to the increasing demand of IMP products in Malaysia. Malaysian is Islamic country and most of the citizen is Muslim from many races and culture. Religions fall under smaller subcultures that provide more specific consumer identification and socialization for their members. In Malaysia there is no issue to expand the IMP concept and already accepted by the community of Muslim here.

These facts make IMP market expanding fast because of day by day the number of user is increasing. Many Muslim will find goods with halal logo. Now the innovation of IMP makes Muslim more careful to choose goods that stated with halal and IMP logo. Which means there will find *halal* and *toyyiban*. Many Muslim are more concern about the production process from the input until output. IMP will make them more confident about *halal* product. Behind of IMP, the scenario at the factory shows the obligation towards to get

blessing from Allah SWT in this industry. Before start doing work, all of staff will attended assembly to listen a talk related with *akidah*. After finish they will take *whudu* and performed a *dhuha* prayer. A men and women staffs will be working separately during factoring process to avoid any association and conversation between this staffs. Islam strongly against vice things. The working environment also is important to make sure the pure and *halal* product follow the IMP standard. The owners of this factory decide to separate their worker by gents. He also mention, to produce a good product with IMP standard, our body and soul must always in cleans, pure, healthy and sincerely. This paper is going to analyzing the consumer market and business market toward of IMP.

II. LITERATURE REVIEW

Based on the article (Dagang Halal, 2012) In Dubai, the latest research by the World Halal forum mention that Halal Food market gained sales about \$632 billion from Muslim consumers and the number become more high if added with non-Muslim buyer. Meanwhile, (Lada, 2009) explains that the *halal* food industry is not a single market but its fragmented market where every country or regions have their own characteristic. This evidents shown that *halal* products are accepted by the world not only a Muslim consumers. It make Malaysian entrepreneur create new innovation called IMP to make sure that all the input to output or final goods are gone through the practicing an Islamic manufacturing practice. Some features have been established as guidelines to make every activity and work done in worship. Lawful employment, good faith, complies with Islamic law and does not ignore the special devotions to Allah (Yusuf Al- Qadrawi, 1995)

Islamic Manufacturing Practice (IMP): An Overview

The founder of IMP, UstazHj. Ahmad Tajuddin said; this concept is also put under IMP community management. It has been promoted to China, Indonesia, Brunei, Japan and a few East Asian countries. IMP also accepted by Al Azhar University, Mesir. IMP is a standard routine producing a *halalantoyyiban* products based on *syarak* and it registered with Intellectual Property Corporation of Malaysia (MyIPO). This process started from the sources of the capital, input, labor, processing, and producing method which is pure, cleans and *halal*. A research by Nasaruddin R.R.,Fuad F.,Jaswir I, Hamid H.A.,(2011) saying that raw materials and ingredient used in the production must be from halal sources, must be clean, safe, hygiene and not from the non halal sources. Non halal defined as: "Any of sources that contain and have any related with alcoholic drinks, and intoxicating drugs, pork and it's by products, meat of death animal, blood, and meat of animals not slaughtered according to Islamic requirement[1]. The marketing method and all a business process must be following a rule by *syarak* and get blessing from Allah SWT [6].

Analyzing Consumer Markets and Business Market in General

Consumer market means all the individuals and households who buy goods and services for a personal consumption meanwhile business market is made up of companies, organizations, sectors and industries. Four main factors that influences consumer buying decision there is cultural, social, personal and psychological [6]. Potential buyer will be search for problems recognition and information through commercial, experiential, public and personal. They will looking for the evolution of the products and make a purchase decision. Lastly, after consume that products, customer will post their purchase behavior. Buyers are also having their own behavior on decision before buying new products. The adaption process from the mental process through which an individual passes from first hearing about an innovation to final adoption .A stages to the adoption process are awareness, interest, evaluation, trial and adoption [7]. Meanwhile, a business market buys goods and services to be used to make other goods or to help with the production process [7]. The buyers in the consumers market are business and organization customers. Some characteristic of business market is a fewer and lager buyer concept, are close relationship between a buyer and supplier. Sometimes a decision of buying influences by an internet sources. It's closely with organizational buying behavior and consumer buying behavior [8]. Organizational buying behavior means the decision –making process by formal organization establish need for purchased products and services, and identify, evaluate and choose among alternative brands and suppliers [8]. Meanwhile consumer buying behavior is a consumer buying decision process influences by a several factors such as personal, psychological, social and cultural [9].

III. METHODOLOGY

The method of this research paper is by using a case study method. Mohamed F. L., Sani M.M.S (2016) use the same technique which is study method and an overall descriptive study on a smaller social unit. By using of this method, all depth, details and through information could obtain about the cases (Akhtiar&Shamsina, 2011).The use of qualitative research design through a case study approach is particularly suitable when it involved with observation of individual or units, groups of people, families, communities, or

cultural event (Burn, 1995; Yin 1994; Meriem 1998).Thakur.S& Singh P.A (2012) collected a data through structured questionnaire and personally administered. Data from a company such as company report, personal documents likes diaries, memos, letters, photographs, recording and previous studies used as qualitative data and analysis manually. Case study also allow understanding the search is formulated, based on a through a complete overview of the data collected from a various sources (Burn, 1995) Case study selected SidratulEdar Enterprise. This company is a subsidiary of Sidratul Corporation. The main functions are to produce IMP products and marketed the products. All products are going through IMP from the input until the final goods. SidratulEdar also produces existing Muslim products with IMP class. Means sub from another supplier and producer. SidratulEdar markets all products nearly 100 types of foods, beverages and cosmetics. Among of them are biscuits "Choc-Bite", "Milk-Bite", "Raf-Raf", "and Delish". There are also market a products such as baby milk "Halib's" and "Halib's Gold". In addition, SidratulEdar also has to market toothpaste, soap, facial cleanser, shower gel and shampoo. SidratulEdar is welcoming the distributors who are interested to distribute the products ofSidratul. Qualitative research method and case study selected because it suitable for extensive data on the exploratory study. Breadth and depth of data required to build the statements and explanation on the research topic of *halal* guide to consumer faith. The same method also uses to get a statement and explanation related to Islamic Manufacturing Practice. All the data for this study were analyzed by using method of the construction of the theme, which is to identify and develop the themes and discussions regarding the implementation of Islamic Manufacturing Practice in manufacturing goods in Sidratul Corporation. All information through observations and interview using qualitative methods has been unraveled in this task through the introduction, problem definition, recommendation, implementation and challenge and conclusion.

IV. ANALYSIS AND DISCUSSION

IMP is a new innovation that brings products with *halalantoyyiban*. Impact from that, now most of Muslim in Malaysian can enjoy goods not only with *halal* but also *toyyiban*. In general, from the aspect of analyzing consumer market and business market IMP will accepted by Muslim around the world because of their own characteristic, standard and class that owns by IMP successfully influences the behaviors consumers buying products and make an organization or firm believed to marketed products of IMP .

To maintain and develop in this industry are not a pieces of cakes. Capital is a main problems that faced by this industry. They are not affordable to fulfill a demand for exported market. The founder facing problems to gain a fund from the government bodies to support the capital to produce larger quantity IMP products. The steps and procedures stated by the government bodies will take time for approval. Event IMP received a good feedback and demand from many others country, the founder said that he also need to go through with normal procedures and waiting for a result.

When a demand for IMP is increasing, the standards and class must be ensure by the production team are always with high quality. IMP also need to be standardized like Good Manufacturing Practice (GMP) and International Standard Organization (ISO) .To ensure that IMP standard same with GMP and ISO, Sidratul Corporation willing to take a risk of buying new factory which is costing million ringgit with high- technology equipment in packaging to ensure that the quality of product is always guaranteed. For IMP development, the requirements of validation and IMP should define.

In addition, the concept of marketing the product advertising is done by correct, transparent, reasonable pricing, no discrimination and fraud. The marketing concept must be follow a rules of Islam based on the Al-Quran and Al-Hadis. The relation between a customers and suppliers are most important thing to increase a company's sales.

Moreover, the transportation and shipping are main highlighted issue. IMP products should be transported differently from non halal products to avoid any exposure to contamination of halal product by non halal products if leakage incidence occurs along the journey. The condition of the products in the vehicles should also control and maintained to the quality standard. This issue of transportation and shipping are highlighted during World Halal Forum Europe, in November 2009 in The Hague, Netherlands [10].

V. CUNCLUSION

This is an advantage for Muslim around the world when manufacturing comply and adhere to IMP. As a Muslim we must support this IMP in order to enjoy a goods with *halal* and *toyyiban* Allah said in the Holy book Al- Quran, verse 5:2 with mean;

“Help you one another in Al- Birr and At-Taqwa (virtue, righteouress and piety); but do not help one another in sin and transgression”

Refer to the verse it's clearly that the demand and development of IMP should be supported by all Muslim around the world because it's righteous deed in search of *halal* and *toyyiban*.

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