

---

**HALAL4U: ENHANCING HALAL PLACES PROVIDER AND HELPING THE NEEDY BY  
LEVERAGING ON NETWORK-OF-RESTAURANTS AND NETWORK-OF-MOSQUES  
CAPABILITIES**

---

**ABDUL RAHMAN AHMAD DAHLAN, MOHAMAD ZAHIER ZAKWAN MOHDZAINUDIN,  
ISMAIL FAIZE, AMIRUL ASYRAF MAHMUD**  
Kulliyah of Information & Communication Technology  
International Islamic University of Malaysia  
Malaysia

---

**ABSTRACT –**

This project is made for local and international Muslims who come to Europe for any purpose. This online halal business can provide them efficient information how to find nearby Halal places such as restaurants, hotels, mosques, halal shopping centres. The proposed project also will enable users to co-operate with the Network-of-Halal-Restaurants and Network-of-Mosques (NOM) in helping the society by encouraging customers to donate money to buy food for the needy.

**KEYWORDS** -Business Model Canvas (BMC) Halal, Online business, Halal travel, Value Proposition Canvas (VPC), Network of Mosque (NOM), online platform

---

**1. INTRODUCTION**

Currently, all Muslims around the world are facing many troubles while traveling around the world in term of finding halal places, goods and activities. Muslims in Europe are facing the same problems as it is a multicultural country and every religion has its own rules and regulation for their followers which are not like each other. In Islam Halal products are typically known as being pork free, alcohol free, and for the specific method of slaughter. The animal should not be stunned, but killed by a cut to its throat, and the procedure must be performed by a Muslim. Furthermore, Muslims need perform their five time prayers so they need to find mosques. So, we took a step and decided to develop a website and mobile application that helps Muslims to find halal restaurants, shopping centres and mosques.

**2. PROJECT BACKGROUND**

This project is focusing on the halal business plan for all Muslims. Halal business is an online platform that offers many services to its users. In addition, all users can access it as a premium and download the application from play store and app store for their smart phones. Full access and features can be obtained by users. Restaurant and shopping centre registration can be performed through our website and mobile app at minimum cost. We only allow those restaurant and shopping centres to register that have governmental certificate for halal business. So, our services are 100% guaranteed halal.

**3. PROBLEM STATEMENT**

Muslims in predominantly non-Muslim countries are not faced with problems in eating and drinking because they do not find foods that familiar and desirable to them nor are their ingredients known to them. This is so because the host community is not Islamic. It has its own values, customs and habits which naturally do not abide by the laws of Islam. So when a Muslim desires to eat any food in a restaurant, he is faced with the problem of whether or not the food is permissible and pure. A variety of food exists in the market, nicely presented to consumers. However, a more critical factor to the Muslim consumers is the halal or haram status of the food. Muslims are raised to eat clean and safe food. Islamic Law takes into consideration the source of the food, its cleanliness, the manner it is cooked, served and eaten, and finally the method its disposal.

Solution should be enlightened the obscure and clarified the ambiguous about halal food. Thus by providing the Halal places navigation app will be reliable solution to ease mind of Muslim to find halal food and drinks.

Halal is the most important and integral part of Islamic life. This is a god given standard for a Muslim to live by. The rules of halal are no pork or its by-products, no carrion, no blood (and carcasses must be thoroughly bled after slaughter). In addition, the name of Allah must be pronounced now of slaughter which certain forms of death are unacceptable and intoxicants of any kind, including alcohol, are forbidden (Chaudry, 1992). In other word, Muslim people need to clarify and confirm the places they eat must be clear from any kind of syubhah (suspected of haram) because Muslim need to ensure he/she consumes only what is Halal and pure. Unfortunately, the Muslim Community is so gullible, whenever any sign or label is attached to a product as Halal, even if the Company is non-Muslim they will accept and purchase the product. Thus, with the produce of the Halal places navigation app, the Muslim will be easier to find halal places to eat and shop while avoiding syubhah because the app has reviews and rated to provide only the legitimate halal shops and restaurants listed in the app.

#### **4. METHODOLOGY**

The strategy utilized for the proposed venture is i-Innovate method. New idea will be developed by using this technique. Before proposing a new business case, some thorough research must be made to discover opportunities and insight about problems faced by customers through on existing similar business, literature review, benchmarking and reviewing current megatrends. By using four lenses of Innovation (Gibson, 2015) to improve existing business model of food delivery service and trying to solve problems of customers. In an article entitled 'Applying the four lenses of innovation', Hobcraft unpack the four lenses; challenging orthodoxies by questioning deeply while challenging the assumptions and exploring novel unconventional answers, harnessing trends by using emerging development trends to open new opportunities, leveraging resources by using assets in new ways, combinations to obtain full usage of assets capacity. And lastly understanding needs by paying attention to issues ignored by others and provide solution (Hobcrafts,2015). Based on the article, four lenses of innovation are a good way to challenge existing business and exploit issues that are ignored by existing business and turn it into opportunities. Customer profiling is used to identify user problems and value map is developed as solution to the identified problems. Lastly, strategy canvas is used as an analytic tool to create new market spaces. As stated in blueoceanstrategy.com, "W. Chan Kim and Renee Mauborgne created a comprehensive set of analytic tools and frameworks any organization can apply to create new market spaces and make the competition irrelevant" (blueoceanstrategy.com).

#### **5. PROJECT OBJECTIVE**

The main objective of this paper is to propose the new business model for online halal business platform which then will be offered to Muslims traveling or resident in Europe. So, they can easily find halal services while they are in Europe.

Furthermore, the implementation of online halal business website give 100% guarantee to Muslims about their services as it will be according Islamic sharia and halal. As well as it will help halal organization to easily and simply advertise their halal products.

#### **6. V. LITERATURE REVIEW**

##### **MEGA TRENDS REVIEWS**

Frost and Sullivan (2015) stated that mega trends are “transformative, global forces that define the future world with their far-reaching impacts on businesses, societies, economies, cultures, and personal lives”.

Thus, based on the current mega trends, Halal4U will be able to survive and predict the future of Malaysian economics.

**HALAL PRODUCT AND SERVICE TREND**

Based on research from current trend of halal product and service, it is predicted to be having a rapid growth. Analysis of global product launches with a halal-certified claim increased by 24 % in 2014 compared to 2010, according to Innova Market Insights data. Traditionally, while most halal-certified claims are found on product launches tracked in the Middle East and Asia regions, there is evidence of growth (+ 43 %, 2014 vs. 2010) for halal-certified product launches found outside of these regions. Halal certification is widespread for many product types, with leading sub-categories for global product launch activity tracked in 2014 being sweet biscuits/cookies and savory/salty snacks. Further demand for halal certified products should increase worldwide (Alifood, 2015).Figure 1.1(a) shows the prospected halal food market value around the world.

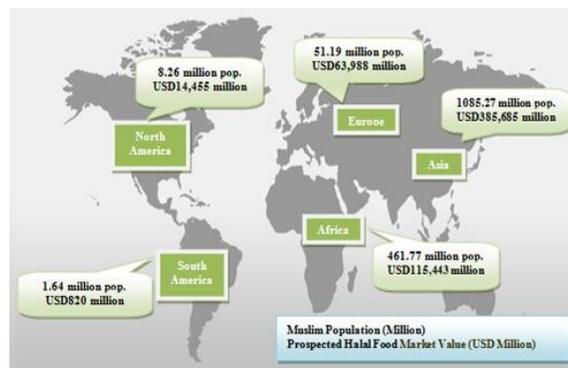


Figure 1.1(a)

**ONLINE PLATFORM TREND**

According to Frost and Sullivan, Malaysia is expected to reach US\$6.1 billion (RM 26.8 billion) by 2020 for online retail sales, 14.4% of total retail sales (Frost and Sullivan, 2015). Thus, Halal4U services which fully online platform could got benefits from the current trend. Figure 1.1 (b) shows the predicted output for 2020.

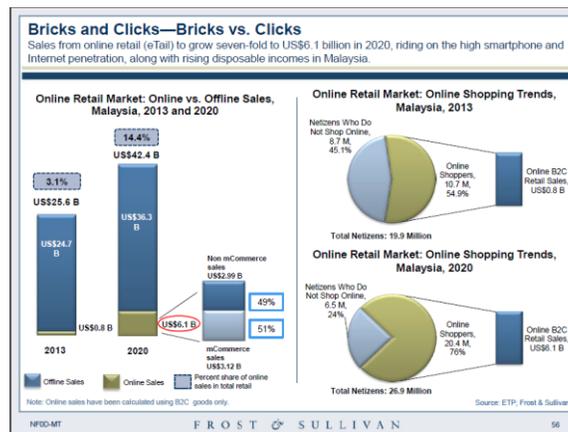


Figure 1.1(b)

## CURRENT BUSINESSES REVIEWS

There is a lot of online halal business platforms offered online nowadays. One of the most popular is [zabihah.com](http://zabihah.com). Since 1998, [zabihah.com](http://zabihah.com) has grown from a regional guide to halal food in California's Silicon Valley to the world's largest guide to halal restaurants and products, and is an established leader in the global Halal revolution with over 20,000 reviewed restaurants and markets worldwide, [zabihah.com](http://zabihah.com) has helped promote the expansion of the halal restaurant industry in the West and is credited by many restaurants for making the provision of halal meals economically viable. And over 50% of [zabihah.com](http://zabihah.com)'s 20 million annual users access restaurant listings and reviews through mobile devices such as the iPhone, which alone has had 500,000 app downloads since its launch.

Other than that, also the popular webpage which offers varieties of Halal places online in Europe is Halal Finder. Halal Finder introduce Muslim user to find and discover halal restaurants, bakery, store and other halal places much more easy and reliable. The company goal is to make finding halal places for Muslims in Europe easily which cover Antwerp, Amsterdam, and Rotterdam and Brussels areas. Halal Finder makes the best halal places accessible to the Muslims 24 hours online. Muslim users now can search for the halal restaurants by location or let Halal Finder automatically show all the restaurants in the area. Halal Finder webpage is quite interesting compare to another halal online services platform because the webpage shows all the details about restaurants or store that user choose including operation hours, reviews, menus, map, contact numbers and they mark verified listing to the genuine halal business which already have been filtered.

The other famous online halal business webpage and application is Halal Trip. Company Vision is to become the trusted trip advisor for Muslim travellers around the globe by making place discovery and trip planning easier, fun and more intuitive for those looking for a halal-friendly travel experience. HalalTrip provides information and resource for its users, providing in-depth consider destinations across the world. The app and webpage provide information and services required to Muslim travellers to satisfy the criteria for them to find halal places from city and airport guides, Halal restaurant listing and mosque locations to help Muslims on every aspect of their trip. Halal Trip webpage and application looks more professional and systematic compare to the Zabihah and Halal Finder web pages. They also offer a free and unique mobile application which available for iPhone, iPad and Android devices which very useful for every Muslims traveller to use whenever they go by using the smart phone. In addition, HalalTrip also have launched the new features to help Muslims navigate their way, whether they are planning the next Halal friendly holiday or want to explore the city where they live. For those planning their trips, the app brings together several essential travel resources for Muslims from the time they leave their homes and while on their journey. One of the top features of the app is a new fun and engaging feature, which allows Muslims to “spot” halal food places while on their travels and upload images, comment and share their findings with others across the world just like Facebook. Halal Trip is a sister brand of Crescent Rating, the world's leading authority on Halal travel. Figure 1.1 (c) shows the 9 Blocks comparison between the Halal4U and current business exists.

9 block	Zabihah	HalalFinder	HalalTrip
<b>Key Partners</b>	<ul style="list-style-type: none"> <li>Apple store Advertisers</li> </ul>	<ul style="list-style-type: none"> <li>Local Vendors</li> <li>Media</li> </ul>	<ul style="list-style-type: none"> <li>Vendors</li> <li>Media Operator</li> </ul>
<b>Key Activities</b>	<ul style="list-style-type: none"> <li>Halal places and Products</li> </ul>	<ul style="list-style-type: none"> <li>Show Halal products and services</li> </ul>	<ul style="list-style-type: none"> <li>platform development</li> </ul>
<b>key Resources</b>	<ul style="list-style-type: none"> <li>Programmers</li> </ul>	<ul style="list-style-type: none"> <li>Web programmers</li> <li>Web design</li> </ul>	<ul style="list-style-type: none"> <li>Halal platform</li> </ul>
<b>Value Proposition</b>	<ul style="list-style-type: none"> <li>Promote halal places and products</li> </ul>	<ul style="list-style-type: none"> <li>Display and promote halal product/services</li> </ul>	<ul style="list-style-type: none"> <li>Connect with friends</li> <li>Discover Halal places</li> </ul>
<b>Customer Relationship</b>	<ul style="list-style-type: none"> <li>Feedback and reviews</li> </ul>	<ul style="list-style-type: none"> <li>Customer rating</li> </ul>	
<b>Customer Segments</b>	<ul style="list-style-type: none"> <li>Muslim Travellers</li> <li>Restaurant owners</li> </ul>	<ul style="list-style-type: none"> <li>Muslim customers</li> <li>Halal Vendors</li> </ul>	<ul style="list-style-type: none"> <li>Muslim internet users</li> <li>Advertisers</li> </ul>
<b>Channels</b>	<ul style="list-style-type: none"> <li>Website</li> <li>Apple store</li> </ul>	<ul style="list-style-type: none"> <li>Website</li> </ul>	<ul style="list-style-type: none"> <li>Website</li> <li>HalalTrip pages</li> </ul>
<b>Cost Structure</b>	<ul style="list-style-type: none"> <li>Marketing</li> <li>Advertising</li> </ul>	<ul style="list-style-type: none"> <li>Marketing</li> </ul>	<ul style="list-style-type: none"> <li>Marketing</li> <li>Research and development</li> </ul>

Figure 1.1(c)

## 7. CONCEPTUALIZATION SOLUTION

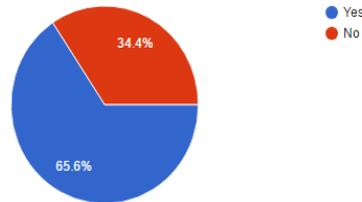
### INITIAL BUSINESS MODEL AND VALUE PROPOSITION CANVAS

The proposed initial Business Model Canvas (BMC) and value proposition canvas (VPC) to understand the problem faced by involved parties. According to Osterwalder and Pigneur (2010), “a business model describes the rationale of how an organization creates, delivers, and captures value”. Meanwhile, value proposition canvas (VPC) is a tool that zooms into details of two of the building blocks of BMC which are value proposition and customer segments (Osterwalder et.al. 2014). Thus, value propositions produced more visible. Moreover, at the same time allowing value proposition to be easily discuss and manage.

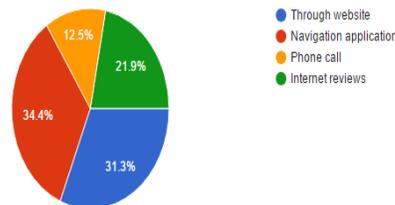
### VALIDATION

The researchers conduct a survey with 32 respondents which interested to test the initial requirements and value proposition offered. Below are the 8 questions asked to 32 people along with the result gathered. The initial business model (figure 1.2 (a) appendixes A)

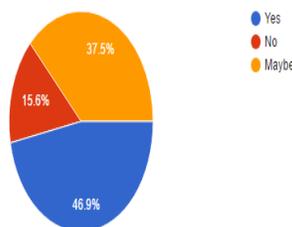
Have you ever used application to find halal places? (32 responses)



Which of the following options most preferred to you for finding halal restaurants and supermarkets? (32 responses)

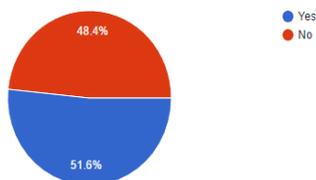


If you commute by car to the halal places, are you affected by traffic on your commute? (32 responses)



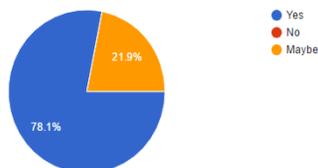
Would you donate money for app developer to support their effort providing better version?

(31 responses)

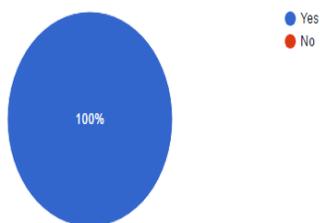


Do you believe that a halal finder places app can save your time to find halal places on foreign areas?

(32 responses)

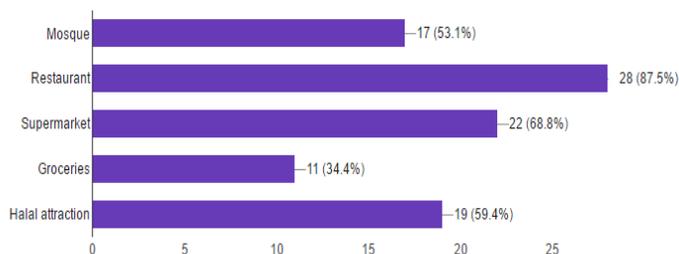


Do you think that halal finder places app is convenient to use? (31 responses)



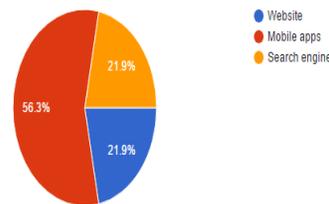
When using the app, which of following halal places are most important to you? You can choose more than 1.

(32 responses)



Which of the following options is easiest way to access online information about halal places?

(32 responses)



Based on the result, researchers had come up with enhanced business model with the intention to improve existing platform to providing better services for potential customers.

## ENHANCED BUSINESS MODEL

The enhanced business model for Halal4U services in figure 1.2 (b) in appendix A is an improved version of existing business model figure 1.2 (a).

### A. KEY PARTNERS

#### ➤ ISLAMIC COUNTRIES GOVERNMENTS

It is very important to get the agreement from the government of the Islamic countries first before constructing and implementing the new website for halal business.

#### ➤ USERS

Users are very important because they are the one who will use the new online halal business in finding halal products.

#### ➤ AFFILIATES

The system need to have more affiliates such as the advertisers and organization of Halal Europe to support the construction of the new halal online business platform.

### B. KEY ACTIVITIES

Every business models carry out several key activities as a part of the missions. Key activities should run effectively and efficiently so that the organisation can last for several periods of time without having major problems and conflicts. Halal4U primary activity is informing Muslims about halal products and places that offer halal products. The user visits the site or opens the application from his/her smart phone and provides his/her location and chooses whether halal restaurants, mosques and halal shopping centres. System will find nearby halal products or places and navigate him/her to the place.

### C. KEY RESOURCES

The key resources for Halal4U are programmers and developers. Programmers and developers whom are responsible to build and maintain the website and mobile application. They are very important to make sure of the survival of the system. Restaurants and shopping centres are also important resources for implementing the online business and registering the new halal organization.

### D. VALUE PROPOSITION

It is believed that the value proposition offered by this business will attract many customers (halal organizations and Muslim travellers) to benefit from this it. For all those travel or resident in European can use this website and mobile application to have more a halal trip and enjoy halal goods and services. To be more specific, this online halal business model is helping all local and outsider Muslims

who currently in Europe. Locals can use while travelling from one city to another, they can find nearby halal foods, shopping centres and mosque without to waste time suffer for searching, they can open the application and search for desired place, as simple as that. As well as for outsiders who face more trouble to find halal places, goods and services while coming Europe will be able to enjoy our services. The values that are given for local and internationals is they can search using three most used languages in Europe. The system provides them the facility to search using English, Arabic, Pashto and Malay languages which is beneficial for locals and international Muslims. As we develop this system we take care of some points that will help us to attract customers and extend our business.

## **E. CUSTOMER SEGMENT**

### **i. STUDENT**

The primary customer for this application is the all travellers and resident Muslims in Europe. It is available for everyone within Europe.

### **ii. ADVERTISER**

Advertiser will be all halal organizations, from shopping hall to the small halal shopping stores and halal restaurants and some mosques and other religious places will be advertised free. some mosques and other religious places will be advertised free.

## **F. CHANNELS**

Every interaction will be conducted on the website and mobile application. This website will provide efficient information about desired places, will direct user to the chosen one. The system is online on website and can be done through mobile application as well. User has the choice to choose one of three available languages to search through.

## **G. CUSTOMER RELATIONSHIP**

The type of relationship involved in this platform is many-to-many as one costumer can find many nearby places and a nearby place such as restaurants, shopping hall or mosque can have more than one costumer. Costumer will find all nearby by halal places when they search. For example, if they search for a nearby halal restaurant then they will see all available halal restaurants around them.

## **H. COST STRUCTURE**

There are some of the important costs need to be taken care of and need a serious measure planning to ensure the platform implementation would successful and benefit the ummah. The first one is for marketing, software maintenance, IT infrastructure and maps provider.

## **I. REVENUE STREAM**

The main revenue model for this website is advertisement and registration. This website and application use freemium strategy.

This website also gets registration fees from all halal organization owners to register their organizations. For example, when an organization wants to register their themselves in our system in a place, we will charge them but for mosque and other religious places it's totally free.

## **8. VPC**

The proposed initial Value Proposition Canvas (VPC) is shown in figure 1.2 (c) in appendix A. This VPC explains customers' jobs, customers' gains, and customers' pains for Muslim consumers.

Another proposed initial Value Proposition Canvas (VPC) is shown in figure 1.2 (d) in appendix A. This VPC explains customers' jobs, customers' gains, and customers' pains for Halal Business Owner.

Another proposed initial Value Proposition Canvas (VPC) is shown in figure 1.2 (e) in appendix A. This VPC explains customers' jobs, customers' gains, and customers' pains for Halal Vendors.

## 9. ENVIRONMENT MAP

### a. KEY TREND

Nowadays, halal business is now blooming and now with the globalization of the Halal market estimated to be worth around \$1.4 USD trillion annually, this presents a new implication towards the food industry around the globe [6]. Furthermore, online business has become a trend, as it because the widely use of the internet on regular basis. As the internet, can be access on the Smartphone or any mobile device.

### b. MARKET FORCES

Driven by growing in demand, the halal food market continues to builds its momentum across the global food supply chain. The stat of the global Islamic Economy Report 2015/16 estimates that market size and profile global muslim consumer spending on food and beverages (F&B) to be \$1,128 billion USD in 2014. So,our Halal4U can have the chance to involve in this business.

### c. MACRO- ECONOMIC FORCES

Online business nowadays has been globally used for so long and convenient. In conjunction to that, Halal food can be the global standard for safe, wholesome, humane food if the producer fully knows the concept of halal and tayyib as in Islam. There is an increased in demand for organic and natural food which starting to appear among Muslim consumer, especially the younger millennial generation. Furthermore, combining online business and halal is the right way as a Muslim.

### d. INDUSTRY FORCES

Online business has becoming more popular nowadays, as people prefer to buy goods online. Halal4U need to be aggressive in regarding the supply and demand of halal goods in import or export. Muslim consumers are looking to buy a halal product that is affordable and halal. Other than that, many online businesses exist for example Crescent Rating, Khazanah and Haji Ismail Group.

## 10. CONCLUSION

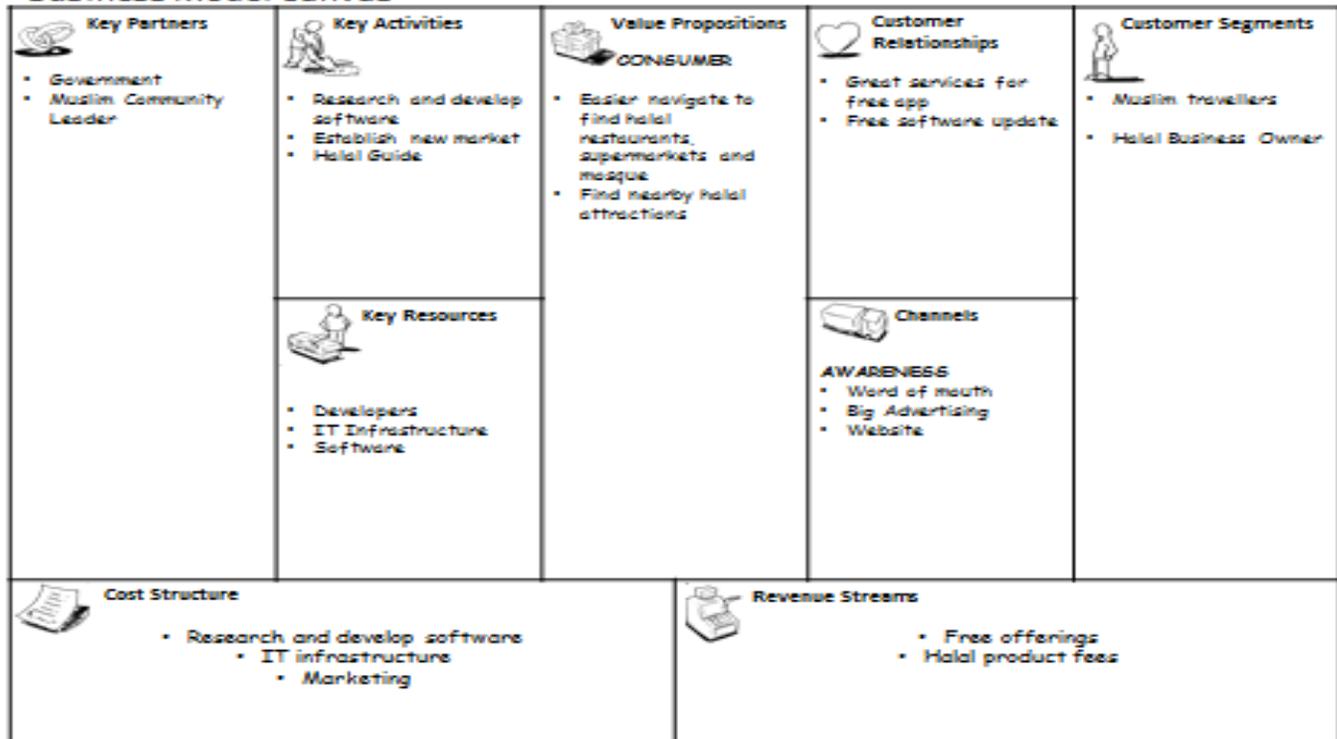
In conclusion, the main purpose of this project is to develop a new business model for halal online business platform that can helps in expanding the scope of Muslim customers for halal organizations in Malaysia and gaining more revenue. With the proper planning, development and funding, our new Halal4U can offer various services, provides advance search to find nearby halal offering organizations to the user. These features can attract more users to visit the site or download our application. From the recent survey and questionnaire, we developed the initial Business Model Canvas (BMC) explain who is our key partners and who is our customer. In the Value Proposition Canvas (VPC) we have three customer's segments, Muslim consumer, roadsides halal businesses (owner) and Muslim vendors. In the future plant Halal4u are going to develop a complete business plan by applying the V2MOM method (Vision, Values, Method, Obstacle and Measures) Model.

## 11. REFERENCE

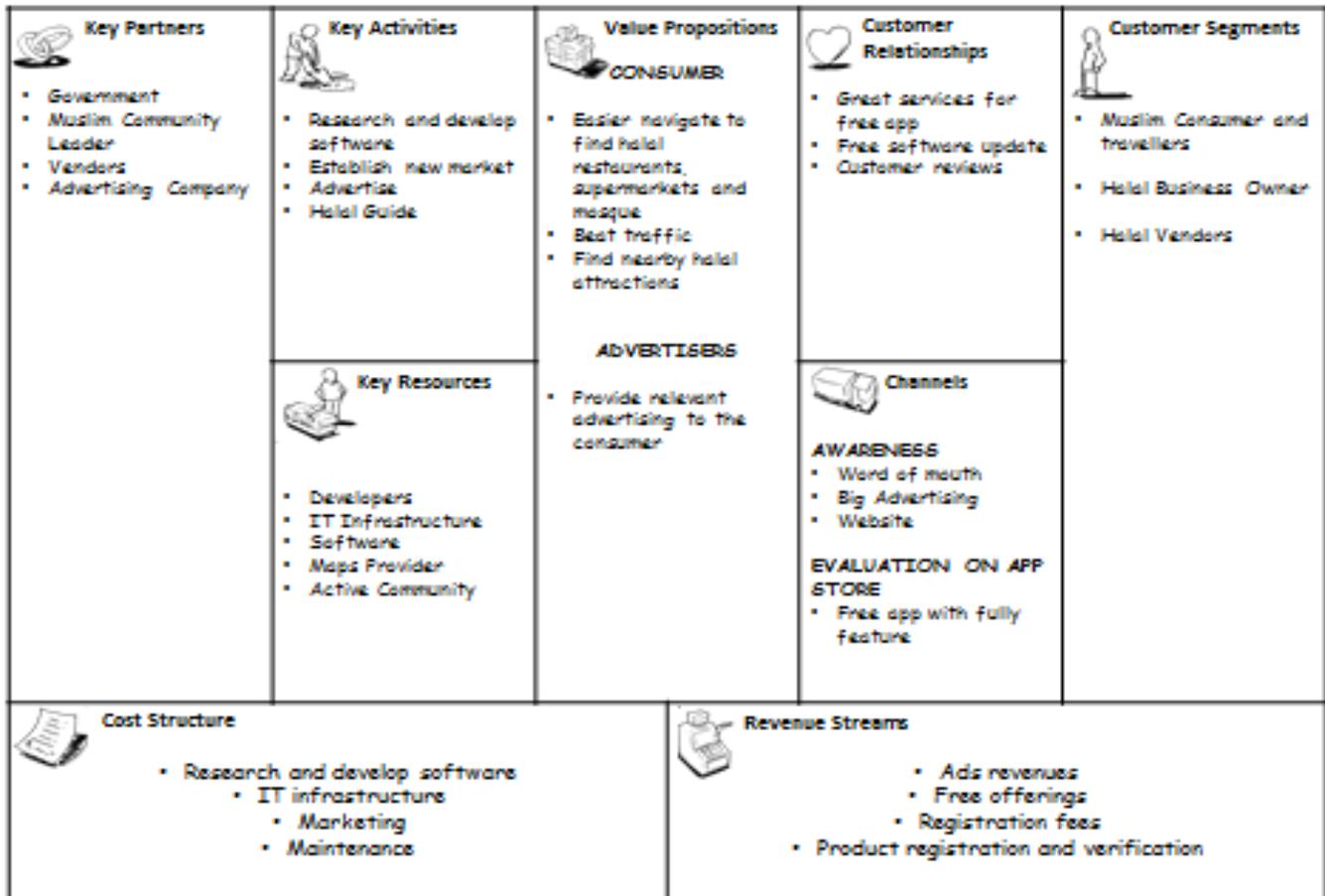
1. ETHNIC FOODS AND THE HALAL TREND <http://www.italian-feelings.com/ethnic-foods-and-the-halal-trend/>
2. Blue Ocean Strategy official website <https://www.blueoceanstrategy.com/>
3. Dahlan A.R.A, Osman. R.A.H, Ibrahim. J, and Othman. M.Z (2016). eHalal4All Program – Promoting Halal Rural Products and Services Globally by Harnessing the Network-of-Mosques (NoM) Capabilities.
4. Zabiha Official Website <http://www.zabiha.com>
5. Frost and Sullivan.(2015, March). Mega Trends in Malaysia Top Mega Trends in Malaysia to 2025 and the Implications to Business, Society, and Culture.
6. Gibson, R. (2015). *The Four Lenses of Innovation*. Hoboken: John Wiley.
7. Habiba Hamid, Nur Dini Khairuddin, Yousra Al-amoudi, Abdul Rahman Ahmad Dahlan, Rahman Ahmad H. Osman (2013). MyMosqueNet2Cloud Collaborative System: A network of mosques towards eradicating poverty in Malaysia. American Academic & Scholarly Research Journal. Vol. 5. No. 5 (pp. 169-179)
8. Hobcraft, P. (2015, Sept 15). Applying the Four Lenses of Innovation. Retrieved from <http://blog.hypeinnovation.com/applying-the-four-lenses-of-innovation>
9. Osterwalder, A. & Pigneur, Y., (2010). *Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers*. Hoboken: John Wiley.
10. Osterwalder, A. et al (2014). *Value Proposition Canvas*. Hoboken: John Wiley.
11. Halal Finder Official Website <http://halalfinder.eu>
12. Halal Trip Official Website <http://halalfinder.eu>

Appendices

Business Model Canvas -



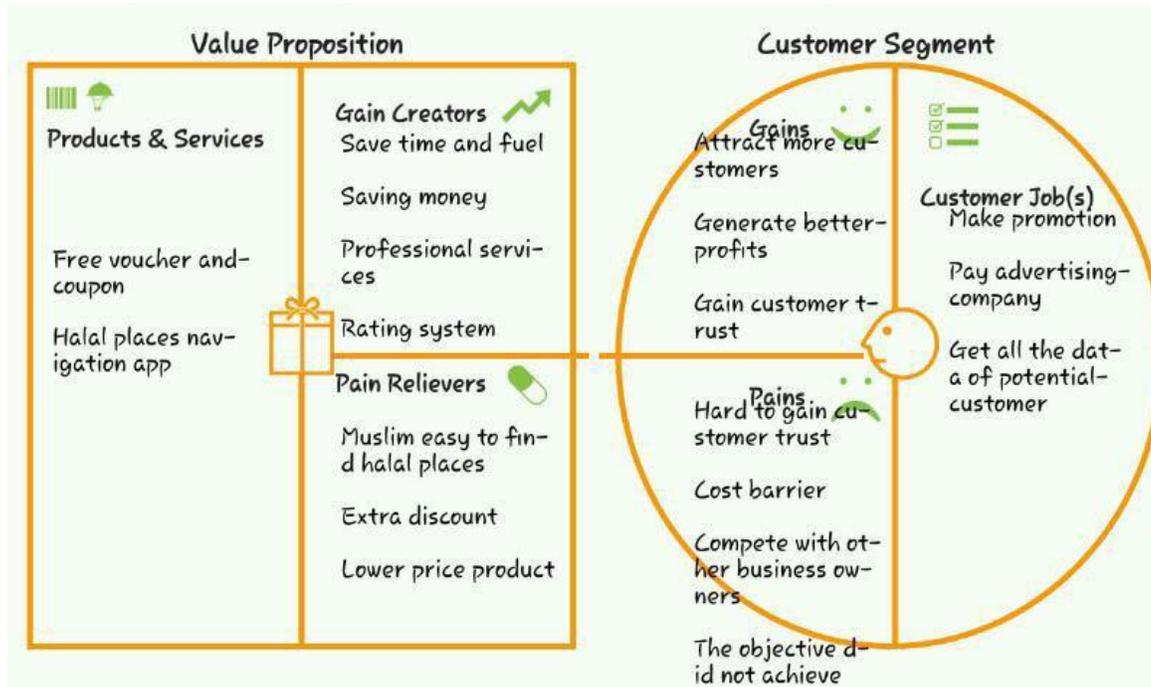
Appendix A: Figure 1.2 (a) (Initial Business Model of Halal4U)



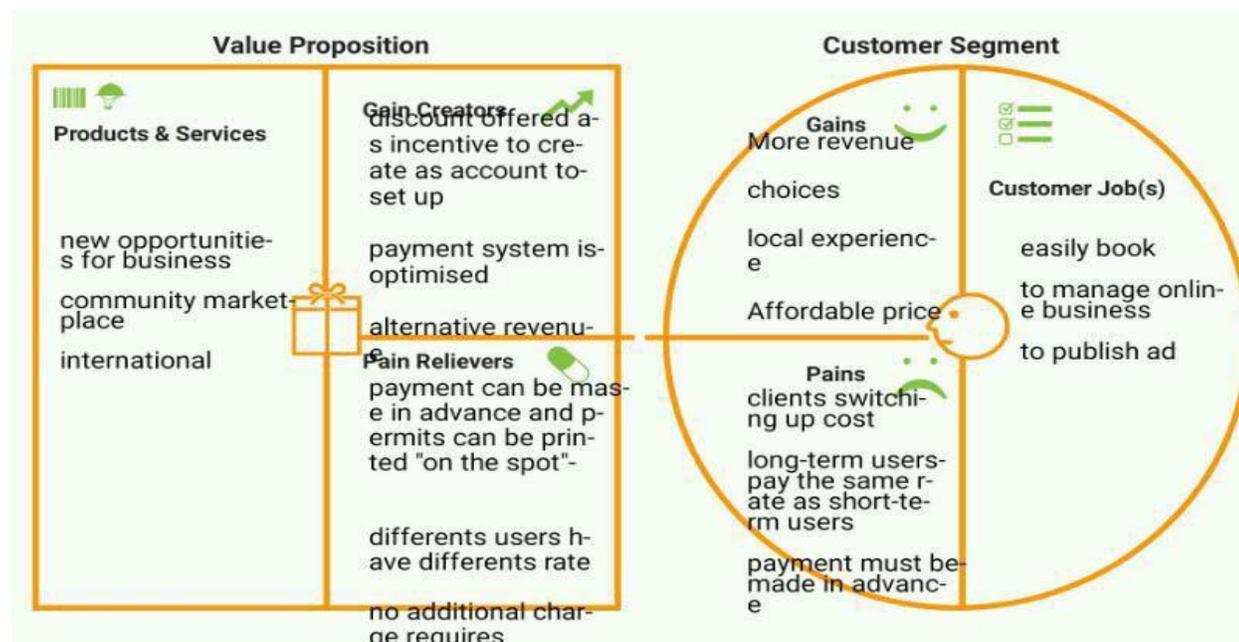
Appendix A: Figure 1.2 (b) (Enhanced Business Model of Halal4U)



Appendix A: Figure 1.2 (c) (VPC for Muslim customers)



Appendix A: Figure 1.2 (d) (VPC for Halal Business Owners)



Appendix A: Figure 1.2 (e) (VPC for Halal Vendors)