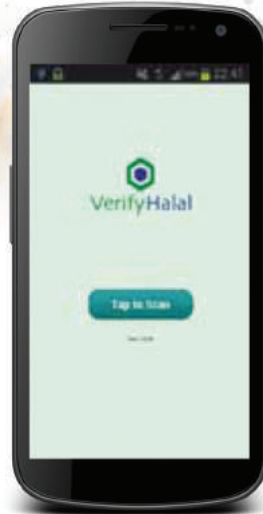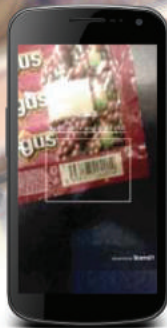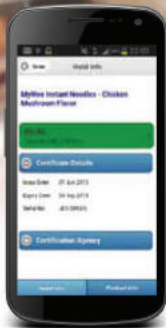# UTM
UNIVERSITI TEKNOLOGI MALAYSIA

VERIFY
HALAL

DESCRIPTION

Muslim consumers are faced with the dilemma on the halal status of products and services. Because of that, Muslim consumers are advised to check on the Halal status of any products before purchasing the items. Checking on the

Needs

Verify Halal provides real time information on the halal status based on halal certificate information provided by the halal certification agency like JAKIM. Based on the information provided by Verify Halal, the consumers can make more informed consumption decision and are able to consume with confidence.

Application

A smartphone application where muslim consumers scan barcode on product packaging or at food outlet. The app will written the halal status of the food product or the food outlet.

Benefits

The Verify Halal app not only provides real-time information on the halal status of products and services, but it can also serve as Customer Relationship Management platforms for companies to reach out to Muslim consumers.

Targeted Market

a) Halal Certification Agency.
b) Food producers, restaurants and slaughter house.
c) Muslim consumers.

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