



Accessing the Global Halal Market

By Abdullahi Ayan

Createspace, United States, 2013. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.This book presents a wealth of information and ideas on Halal trade and commerce that cannot be found anywhere else. It answers many of the questions that business enterprises may have about accessing the global halal market and addresses the challenges they may expect. These questions include the following: 1.What is halal and how can it be utilised to gain maximum access to the global halal market? 2.What is a halal standard and how can it be applied to the production, processing and sale of halal goods and services. 3.What is halal certification and how can it be obtained? 4.Who are Halal consumers and how can they be identified and defined? 5.What kind of problems can business enterprises anticipate and how can they be overcome? 6.How can a new halal brand be created and how can an existing brand become halal compliant? Even though some of the examples are drawn from Australian experiences, the scope of the book, its ideas and their application are global. It offers a rare insight into how business can use halal as a...

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