The competitiveness of *halal* food industry in Malaysia: A SWOT - ICT analysis

Abdul Manaf Bohari¹, Cheng Wei Hin¹, Nurwahida Fuad²

¹College of Business, Universiti Utara Malaysia, Sintok, Kedah, ²Department of Business Management, Universiti Teknologi Mara (UiTM) Pulau Pinang

Correspondence: Abdul Manaf Bohari (email: manafdr@uum.edu.my)

Abstract

The *halal* food industry is of vital importance to Muslims worldwide as it gives them a sense of security that whatever they consume, use and purchase is *Syariah* compliant. Simultaneously, the *halal* industry contributes to societal development and national economic growth. This paper analyses the competitiveness of the *halal* food business in Malaysia using the ICT-aided SWOT analysis techniques. It was found that the industry was characterised by 16 strength factors, 18 weaknesses, nine opportunities, and nine threat factors. To enhance its current competitiveness and preparedness for future challenges a comprehensive ICT-based strategy is recommended.

**Keywords:** business competitiveness, global *halal* market, *halal* food industry, ICT-based strategy, Muslim community, SWOT analysis