

ABSTRACT

The aim of this study is to study the current Halal Supply Chain and propose product integrity measures for distribution in Fast moving Consumer Goods (FMCG) sector. In this research the Semi-structured interviews were conducted from Regional Managers of FMCG companies to get data about the supply chain process of FMCG Product distribution. And the result shows that the halal traceability and halal certification are the major elements for products to achieving halal Integrity. Different supermarkets of Hyderabad city were surveyed to investigate the products in the context of Halal certification. A number of products surveyed. Products were classified into two categories one was the Food Category while the other one category was Non-Food category. In food product category, 213 products were surveyed accordance with halal certification and only 35% products were Halal certified by Halal standard bodies. In the same manner Non-Food category, 220 products were surveyed accordance with halal certification and only 4.09% were Halal certified. Pakistan is an Islamic Republic of Pakistan, where 96% of Muslim are living there. As the consumers are at ease, as they believe that every products which are available in marketplace is halal. The study found that few products are halal certified which are available in supermarkets. Pakistan has a regulatory body but their implementation is not yet. It is a big alarming situation for Pakistan is that the halal regulatory body which is PHA their implementation is zero. Because there is not a single product is halal certified by this organization. As in this study total 433 products were surveyed but not a single product were Halal certified from this organization that is Pakistan Halal Authority (PHA). Consumers awareness were tested through survey Questionnaire as the results shows that the awareness regarding halal concept of the consumers is moderate level. As a result of this study propose product integrity measures for distribution in Fast Moving Consumer Goods (FMCG) sector to achieve Halal Integrity. The study also found new findings in the context of Pakistani Market that few of the products are halal certified by an authorized Halal standards. Mostly the FMCG products which are available in marketplace has no Halal certification on that. Hence, this research can be one of the pioneers for study in the perspective of Pakistan Halal market.

Keywords: *Halal Awareness, Halal certification, Halal products, FMCG products, Pakistani market, Halal Integrity, Product Distribution, Halal Traceability, Halal SCM, HSCM Model Framework*