

# THE HALAL MATURITY CHECKLIST

		YES	NO
1	Does your organisation have a Halal Assurance System (HAS) manual?		
2	Is your organisation halal certified by a Halal Certification Body?		
3	Are your operations, purchasing and logistics staff trained on halal?		

**Any NO-s? -> LEVEL 1: MUSLIM COMPANY**

The halal status of the product/service is assumed based on trust between the buyer and seller. However, strengthen your HAS to ensure compliance with industry needs and market requirements from Muslim markets.

All YES?: continue with question 4

		YES	NO
4	Does your HAS cover transportation and storage requirements for all ingredient/product component sourcing and in distribution of your final product?		
5	Do these sourcing & distribution contracts have a halal clause, and is halal covered during the audit of supply chain partners?		
6	Does your organisation have a halal supply chain risk prevention, risk mitigation, and risk recovery plan?		

**Any NO-s? -> LEVEL 2: HALAL PRODUCT**

The basis for trust is the halal logo from a Halal Certification Body, which ensures the halal integrity of ingredients/components and operational processes. However, protect your licence-to-operate in Muslim markets by addressing the emerging requirements of a Halal Supply Chain.

All YES?: continue with question 7

		YES	NO
7	Does your organisation have Islamic branding & marketing guidelines?		
8	Has your organisation replaced animal with plant-based ingredients/components where possible?		
9	Does your organisation have a green policy in place, covering: waste reduction, green energy (solar, wind), and water management (usage + pollution)?		
10	Does your organisation use Islamic banking and Takaful where possible?		

**Any NO-s? -> LEVEL 3: HALAL SUPPLY CHAIN**

Halal risk and reputation management is addressed by your organisation throughout your supply chain: end-to-end. You have a professional HAS in place, protecting the corporate halal reputation of your organisation. Your next challenge is to draft a strategy and action plan to move halal towards a Halal Value Chain.

**All YES? -> LEVEL 4: HALAL VALUE CHAIN**

Halal requirements are addressed throughout your corporate value chain, assuring a correct-consistent-complete-clear corporate Halal DNA. A Halal DNA provides the best foundation for a premium halal brand. The Halal Value Chain is the highest level of halal maturity a company can reach. Congratulations, well done! You are one of the few companies that have reached level 4.

The Halal Maturity Checklist is based on the 'Evolution of Halal' model published in the Journal of Islamic Marketing (Emerald) by Tieman in 2011. This checklist ascertains the current main position of an organisation in this evolution through a simple self-assessment. However, no rights or claims can be obtained through this self-assessment.

For more information or help, please contact us at [info@lbbinternational.com](mailto:info@lbbinternational.com)