HALAL ASSURANCE SYSTEM:
QSR BRANDS’S PRACTICE

• Presented by:
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QSR Brands (M) Holdings Sdn. Bhd. owns and manages food-chain restaurants within Malaysia and ASEAN countries (Cambodia, India, Singapore & Brunei) under the brands of KFC, KFC Delivery, Pizza Hut, Pizza Hut Delivery, Rasamas, and Kedai Ayamas.
OUR BUSINESS!

1. Fast Food chain Restaurants
   - KFC
   - Pizza Hut
   - Kedai Ayamas
   - KFC Delivery

2. Manufacturing
   - Sauce & Condiments
   - Life

3. Poultry Integration
   - Ayamas

4. Distribution & Trading
   - Various brands logos
VISION
To be the largest integrated food services group in the ASEAN region based on consistent quality products and exceptional customer-focused service.

MISSION
Maximize profitability, improve shareholder value and deliver sustainable growth year after year.
Centralized halal control by *Shariah* and Halal Compliance Department which is under supervision of *Shariah* Advisory Council.
OUR HALAL COVERAGE

TOTAL: 1158
OUR HALAL POLICY

WE ARE COMMITTED TO PRODUCE AND SERVE HALALAN TOYYIBAN PRODUCTS THAT COMPLY WITH STATUTORY AND REGULATORY REQUIREMENTS.
Shariah & Halal Compliance Department has been established to manage all halal-related activities and to ensure full halal compliance to the regulations.

This department is under the supervision of the Shariah Advisory Council comprising members of high credentials.
THE BACKBONE OF HALAL ASSURANCE SYSTEM

Shariah Advisory Council

Shariah & Halal Compliance Department

Internal Halal Audit Unit
Database & Records Unit
Training Unit
Administration Unit
COMPONENTS IN HALAL ASSURANCE

**INTERNAL AUDIT UNIT**
Performs halal audits to all premises, internal & external suppliers. Ensures full halal compliance.

**DATABASE UNIT**
Manages records and related activities to halal certification (renewal, new application).

**TRAINING UNIT**
Conducts halal awareness training to staffs and public. Promotes halal initiatives of the company.

**ADMINISTRATION UNIT**
Manages administration-related matters.
WHAT CONSTITUTES HALAL SYSTEM?

Assurance to compliances to:

1. Subscribed standards – MS 1500:2009
2. Halal Certification Requirements - JAKIM
3. Traceability – Halal Assurance System
4. Food Safety - HACCP
5. Hygiene
6. Other regulatory requirements – Trade Acts etc
WHY HALAL?

Taking care of the interest of stakeholders.

WHO?

Customers – 65% Muslims

Employees – 85% Muslims

Equity Owners – 75% Muslims
COVERAGE

PROCUREMENT & PURCHASING

LOGISTICS

MARKETING & PROMOTIONS

MANUFACTURING OPERATIONS

RESTAURANT OPERATIONS

HUMAN RESOURCE DEVELOPMENT (TRAINING & SOCIAL WELFARE)
GOALS / TARGET

- Increase Market share, growth and profitability.
- Gain and sustain stake holders trust and confidence.
METHODOLOGY

Comprehensive, Transparent, Truthful, Verifiable & Traceable to; EFFECTIVELY:

- Identify Halal Critical Control Points (HCCP)
- Keep, update & ensure efficiency of document control
- Internal Halal Auditing throughout the supply chain
- Ensure Consistent and effective training to employees
- Public relations exercises
SUCCESS & ACHIEVEMENTS

1. Recognition by the regulatory authorities
2. Leadership role in the halal industry
3. Reference point by others
4. Brands leadership
5. Customers’ trust
CONCLUSION

QSR strives to ensure full compliance to halal requirements and to fulfil our customers’ expectations.

Nevertheless, it requires full commitment from all parties involved to ensure halal compliance is observed at all time.
CONNECT WITH US!

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