

The Growth and Customer Demand of Halal Meat Industry in Finland: A Case Study of Hakaniemen Lihakauppa

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<p>Abstract:</p> <p>The Halal meat selling concept is still quite new in the Finnish market. But it is a quite successful business nowadays. The product quality, freshness and the religious issues are the main reasons behind it. The researcher has chosen a very famous halal meat shop in Finland “Hakaniemen Lihakauppa” as a case company. The company’s business activities, customer services, product quality etc. issues will be discussed in this study.</p> <p>The data of Hakaniemen Lihakauppa had been collected by a formal interview with the chairman and the operation in-charge of the company. The survey data was collected mostly from Bangladeshi community customers through an online survey tool.</p> <p>This study tried to discover halal slaughtering information and discussed various controversial systems. The current situation and future of halal meat business in Finland covered in the study. The reader will also be informed that what the halal meat is and what is the difference between halal and non-halal meat.</p>	
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May God (Allah SWT) help us to become good human being.

Helsinki, 04th December 2015.

Mohammad Abul Kalam

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1 INTRODUCTION

1.1 Background

With the increasing number of Muslim population in Finland, especially in the capital Helsinki, the demand for Halal meat has increased several folds over the last few years. Even though the meat found in the regular supermarket can often end up being a bit cheaper, people still tend to go for the expensive halal option due to religious sentiments. So naturally there have been a growing number of such shops in the capital area where most of the customers reside.

There are several major players in this business and they are well known for their quality and service. In fact, majority of the meat consumers prefer to buy from these popular places even if they are far away from them. Also, as there have been separate communities of Muslims based on their demographic and country, these meat shops are also owned by people from different communities. So today there are Moroccan shops, Somali shops, Indian shops, Iraqi shops, Turkish shops and also Bangladeshi shops and so on. There is almost one or more than one shop from every community. The most well-known places are owned by people from Moroccan community (Sörnäinen), Turkish (Itäkeksus) etc.

Bangladeshi meat shop is relatively much newer in this business. There are two Halal meat shops from Bangladeshi community in Helsinki and Hakaniemin Lihakauppa is one of them. The shop is located in Hakaniemi (Viherniemenkatu 1). The shop has been in the business only for few years. In the beginning they had about 100 to 150 regular customers on an average and some walk in customers. But currently the number has increased at least triple.

The Bangladeshi community in Helsinki is growing rapidly every year. So the meat consumption rate of this community is pretty high as well. Eventually, if the Bangladeshi Community would solely rely on the Hakaniemin Lihakauppa for their meat needs, the shop could have a blast in their business.

However, due to marketing issues, product quality, customer service, limited reach and most importantly tendency of the people to choose a relatively well known shop has somewhat held back the growth of this shop.

1.2 Objective of the Study

The word halal is surrounding us with many known and unknown controversies. The purpose of this study is to give some Information and ideas about halal meat processing method. Since the halal meat market is growing in Finland especially in greater Helsinki region. Therefore, the research will carry out the current halal meat market situation and future of this industry.

Additionally, the study also focused on ethnic buying behavior of Bangladeshi consumers. Such as consumers preferences of choosing meat, factors of influencing in buying from different shops.

As an International Business student of Arcada University of Applied Science (UAS), the author will co-operate with Hakaniemen Lihakuppa. The author will research for the case company (Hakaniemen Lihakuppa) to know customer perception, services quality and other services related factors. At the end of study, the researcher will provide some suggestions to the company which may support to offer better products and customer service in near future.

The author will analyze and discuss different opinions from several sources in business and religious experts. To be specific the research would go along remembering these questions:

1. What is the future for the halal meat industry in Helsinki region (Helsinki, Espoo and Vantaa)?
2. What factors do influence the meat buying habit of Bangladeshi community in Helsinki region?
3. What is the customer perception regarding the service of Hakaniemen Lihakuppa?

1.3 Study Area

The purpose of this study was to carry out some academic requirements in order to complete Degree program International Business (IB). The study also focused on real business situation such as customer service, satisfaction, service quality and so on.

Nowadays customers have more purchasing power with verity of choice. They have many different sources and methods in market, especially in retail business. Therefore, every single customer is very important to the company.

Apart from academic and real business view, the study also showed; how customers may change their buying habit and by that new business opportunities open. For instance buying Halal meat for religious purposes.

1.4 Hakaniemen Lihakuppa

Hakaniemen Lihakuppa is a small size retail shop. It was established July 2013 in Viherniemenkatu 1, Helsinki, Finland. The core business of the company is selling Halal meat including Beef, Lamb, Goat, Chicken, duck etc. The shop also sells some fish, vegetables, rice, spice and some other grocery items. Their customers are mainly Muslims, where majority of them are from Bangladeshi Community.

Although, the company is still considered new, but getting more customers and growing in its business very fast. The company not only limited in Helsinki region but also delivery the product all over Finland.

In this study author will try to find out current customers (mainly Bangladeshi customers) perception and expectation and satisfaction level of the company. Finally factors will be discussed, how can be improving customer's service, satisfaction and so on.

1.5 Method of the study

The research was carried out with the combination of both qualitative and quantitative methods. The qualitative method mainly applied in the chapter four. The formal interview was held with company's chairman Mr. Md. Nurul Alam and Mr. Forkan Jamil one of director and operation-in-charge of Hakaniemen Lihakuppa.

The research data was conducted by questionnaire through quantitative method. The questionnaire was designed according to theoretical framework and research objectives. The participants of survey replied through online with social media (Facebook).

The theoretical study had been done by literature review, which included online journals, books, articles, YouTube and other media videos, newspaper reports etc. The discussion contains halal meats and others halal related topics are on chapter three. The academic study and discussion topic such as customer service, satisfaction, brand image etc. covered in chapter two.

The result of survey has been analyzed on chapter six and qualitative analysis was made on chapter seven, based on the entire study some suggestion had been given in chapter nine along with summary and study limitation.

More details of the research methodology discussed in chapter five.

1.6 Flowchart of Study

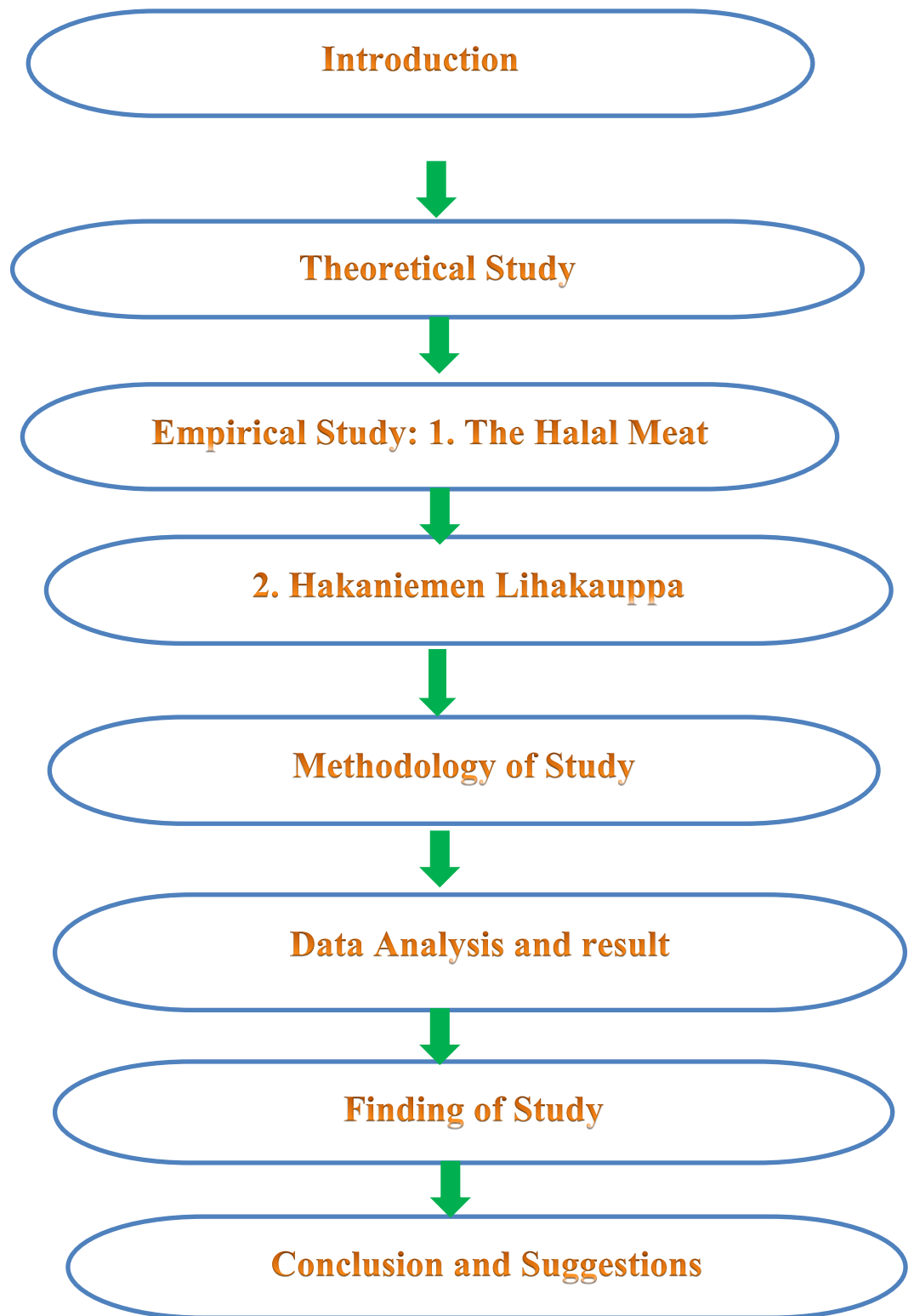


Figure 1: Flowchart of Study

2 THORETICAL STUDY

CUSTOMER SERVICE IN SMALL RETAIL SHOP/ MARKET

2.1 Customer Service

Customer Service is the service what is directly related with potential customers, customers and regular customers. What is served before, during or after purchasing goods or service. If a potential customer becomes a regular customer then we can claim that good customer service. Poor customer service is one of the main reasons of losing profit. So every company should be concerned about their customer service.

A very important question about Customer service was asked by Marketing Guru **Philip Kotler**,

“Every business is a service business. Does your service put a smile on the customer’s face?”(Marketing Management 2003, Eleventh edition Chapter 15).

Erica Allison, who is the owner of Allison Development Group and a PR & Marketing Strategist have described customer service as,

“Customer Service means NOT reading from a script, but instead reading the customer. It means knowing when to pay attention and when to give space. It means following through on what you say you’ll do and following up when you don’t. It’s an all or nothing approach to the customer where you tune in and adjust your settings based on them and not you” (CTS service solution 2012).

In reality, customer service is not just any kind of science creation or a pic of art or making profit from business. But everything include in it.

Erica Allison also added,

“What many overlook is that good customer service is the front line team for your PR program; when it fails, there goes your positive sentiment and relations with your customers. Investing in Customer Service is like having a supplemental insurance policy for your Public Relations program. It’s wise to make the best investment possible, don’t you think?” (CTS service solution 2012).

Another Best-selling author Shep Hyken has defined that “Customer service is not a department. It is a philosophy that includes every person and aspect of the best and brightest companies” (The Amazement Revolution 2011, Shepard presentation).

2.2 Customer Satisfaction

Satisfaction is the customer's fulfilment response. It is a judgement that, a product or service feature, or the product or service itself, provides a pleasurable level of consumption related fulfilment. If the satisfaction level of customers is high, then it can be supposed as an asset for the shop or market.

Westbrook and Reilly define- Customer satisfaction is as emotional response to the experience provided by, (or associated with) particular products or services purchased, retail outlets, or even molar patterns of behavior, as well as the overall marketplace. (Value-Percept Disparity: An Alternative to the Disconfirmation of Expectations Theory of Consumer Satisfaction 1983)

As **Peterson and Wilson** (1992) suggest, "Studies of customer satisfaction are perhaps best characterized by their lack of definitional and methodological standardization" (Measuring Customer Satisfaction, Journal of the Academy of Marketing Science p. 62).

Generally, consumers make judgment of satisfaction level based on their experiences over products or services. Every consumer has some expectation of products or services based on its price, brand and previous performance. If the products or services performance is better than expected level, then consumer get satisfied. As a result, the consumer not only willing to buy more and become loyal customer, but also recommends to others. But if the expectation result is negative or worse, than consumer get disappointed and does not want to buy the same product or service. Even some consumer may not buy any product from that particular brand.

Churchill & Supernant have defined that,

Satisfaction is an outcome of purchase and use resulting from the buyers' comparison of the rewards and costs of the purchase in relation to the anticipated consequence. Operationally,

Satisfaction is similar to attitude in that it can be assessed as the sum of the satisfaction with the various attributes of the product of service (Journal of Marketing Research 19, p 493)"

In a nutshell, there is no substitute of good product or service to get satisfied customers and to increase the demand of the company in market.

2.3 Buying behavior

Consumer's attitudes, preferences, intentions, and decisions regarding the consumer's behavior in the marketplace when purchasing a product or service.

In 2007 **Schiffman** have described buying behavior as,

“the behavior that consumers display in searching for, purchasing, using, evaluating, and disposing of products and services that they expect will satisfy their needs” (Schiffman AND Kanuk 2007, p 3).

Engel, et al. (1986) “Those acts of individuals directly involved in obtaining, using and disposing of economic goods and services, including the decision processes that precede and determine these acts”.

Philip Kotler has defined consumer behavior as. Behavior is the study of how people buy, what they buy, when they buy and why they buy (principle of marketing, p 160).

Hawkins, Best and Coney: “Consumer Behavior is the study of individuals, groups or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences or ideas to satisfy needs and the impacts that these processes have on the consumer and society” (Consumer behavior: Building marketing strategy, 10th Edition).

Marketers hope that by understanding what causes the consumers to buy specific goods and services, they will be able to determine which products are needed in the marketplace, if they are backdated, and how best to present the goods to the consumers.

2.4 Quality service

No business can go so far without quality service. The company has to make sure about good quality service.

Although the task of delivering consistent service quality to consumers by service professionals has been studied widely, little research has focused on service quality cues in professional services.

Zeithaml & Bitner (2003) states that:

"Service quality is a focused evaluation that reflects the customer's perception of specific dimensions of service: reliability, responsiveness, assurance, Empathy, tangibles. Satisfaction, on other hand, is more inclusive: it is influenced by perceptions of service quality, product quality, and price as well as situational factors and personal factors" (Service Marketing: Integrating Customer Focus across the Firm, p 85).

Giving quality service is very easy now because of so many social Media channels and a huge connection of people with social media. Websites and telemarketing are very effective now a day and very easy to access. Customers are getting info and service just by a click on their phone and websites.

In dimensions of service quality- reliability represents the ability of perform the service both reliably and perfectly. It also means service carry out on time, in the same way and without any mistake every time. Responsiveness refers the ability to respond to customer demands and to provide rapid service. This ensures to the customer the best service and if any failure happens, the ability to recover quickly that can create positive perceptions of quality. Assurance is the knowledge, courtesy, confidence and ability to convey trust of the employees. It includes these features- respect for the customer, courtesy, efficient communication with the customer. Compassion is the carrying and individual attention to customers including the features of sensitivity, approachability and understanding customers' needs.

2.5 Brand image through service

If a brand is a good one then consumers will purchase its product or service and it becomes a valuable asset. But its asset value derives from more than just its ability to attract sales.

The very fact that consumers perceive a brand as embracing a set of values which they can specify means that they will reject or tend to reject, alternatives which are presented

to them that perhaps may not possess all these values. Brands are therefore enduring assets as long as they are kept in good shape and continue to offer consumers the values they require (Brands: the new wealth creators, p3).

Today we live in a culture that is rich in knowledge yet deprived of time. Because of this, it is often the visual identity of a brand that catches the eyes of customer. In many cases, people tend to form their opinions and perceptions about a brand before they even know who it is and what it's about. This is why your visual presence is needed in order to differentiate your brand effectively amongst the competition, and build trust with your consumers. Companies which invent new brands are able generally to defend them from blatant copying in a variety of ways, though not normally from broad imitation.

2.6 Customer Relation

In the 1990s many academics and industry gurus spent time popularizing theoretical visions of how strategically managing customers would improve relationships, then in turn sales, loyalty and profits. What that led to was a boom in technology software aimed at managing and measuring CRM (or Customer Relationship Management).

But what exactly is CRM? According to the experts at CRM Magazine, “it is a company-wide business strategy designed to reduce costs and increase profitability by solidifying customer satisfaction, loyalty, and advocacy” (CRM magazine 19th February 2010). True CRM brings together information from all data sources within an organization (and where appropriate, from outside the organization) to give one, holistic view of each customer in real time. This allows customer-facing employees in such areas as sales, customer support, and marketing to make quick yet informed decisions on everything from cross-selling and upselling opportunities to target marketing strategies to competitive positioning tactics. It is a term that refers to practices, strategies and technologies that companies use to manage and analyses customer interactions and data throughout the customer lifecycle, with the goal of improving business relationships with customers, assisting in customer retention and driving sales growth.

2.7 Customer satisfaction measuring

If we do not measure the level of satisfaction of customers, we cannot make proper plan to grow up business. In this regard there is a saying by **Lord Kelvin** (19th century) made a very popular quotation “If you cannot measure something, you cannot understand it” (customer satisfaction evaluation, p1).

Wild (1980) and Hill (1996) said, customer satisfaction measurement provides a sense of achievement and accomplishment for all employees involved in any stage of the customer service process and it motivates people to perform as well as achieve higher levels of productivity (customer satisfaction evaluation, p1).

The days of the independent survey company calling you at dinnertime and asking you to “answer a few questions about your recent purchase’ with its client company are mercifully coming to an end. Although the demise of customer surveys has been greatly exaggerated, companies are using more innovative ways to gather information about customers’ impressions and leveraging the findings to improve service. Survey mailings endure as the principal way for companies to monitor customer satisfaction.

These days such survey forms not only monitor customer satisfaction ,but detailed questions are often personalized to specific customer database and included as part of individual customer profiles. Such tracking of customer satisfaction over time enables a company to fine-tune how it communicates with its customers according to their preferences. Companies who have detailed customer databases can also map survey response to customer value, thus prioritizing requested product improvements based on the customer segments they will affect.

2.8 Store choice

Choosing a store of a customer depends on many factors like quality, price, distance, community, religion, culture etc. When a customer want shop something he will judge many thing before he goes out for a shopping.

Finland is a Christian majority country. So maximum processed meat what are found in super markets and other places aren’t halal.

So the judgment factors of a Muslim will be very less. Firstly he will search for a Halal meat shop. When he will get some halal meat shop, then he will judge the quality, if the quality is same then generally they will go for price, which one is cheaper. Is a big factor here too. If you they can get all the results they need, then generally they prefer the nearest one. But if the quality and customer relation is good with a shop, then the distance doesn't matter here. People like customer friendly attitude. He will like to be in his comfortable zone.

3 THE HALAL MEAT CASE

3.1 Definition of Halal and Haram

The word "HALAL" is very basic principle in Islam and among the Muslims (who believes in Islam). The Arabic word *Halal* meaning in English is allowed, permitted, lawful etc. the opposite of **HALAL** Is **HARAM** meaning prohibited, avoided, banned etc. (The Islamic Food and Nutrition Council of America (IFANCA)

According to Islamic law (based on the Holy Quran and Sunnah of Prophet Muhammad (peace be upon him). The Holy Quran is the Islamic religious book, which Muslims believe to be the word of Allah (Swt). The word Sunnah is basic custom of Islam. The Sunnah is recorded action and teaching of Prophet Mohammad (peace be upon him); which he prescribed and forbade for Islam and His followers by the authorization of Allah (Swt).

All Muslims should be obeying Halal and haram in their everyday life. It should serve as like as other main Islamic pillars or religious requirement, example offering Salah (praying) five times a day or fasting in the holy month of Ramadan etc.

Because pre-condition of the acceptance of prayer is to live in Halal. Muhammad SWS said in Hadit a Tirmidhi:

...one who not taking Halal, Allah (swt) will not accept his/her salah(prayer) for forty days.

The *Halal* and *Haram* is in everyday life from people's earning till wealth, personal to family life, food and drinks, character and attitude etc. but in this thesis the author only discussed about **HALAL MEAT**.

The simple meaning of Halal meat is the meat prepared by Islamic Shar'iah law. According to Shar'iah law when the animals are slaughtering must be pronounce "Bismillah" starting by the name of Allah and "Allahuakber" Allah is Greatest.

3.2 Halal meat processing system and condition to be halal

The halal meat preparing (slaughter) is more humane way than other slaughtering systems. There are some strict rules and regulations to slaughtering the animals in Islam. About slaughtering the animals prophet Mohammed (SWA) said

"Allah has ordained kindness (or excellence) in everything. If slaughtering is to be done, do it in the manner, and when you slaughter, do it in the best manner by first sharpening the knife and putting the animals at ease" (Al- Hadis).

There are many references in compulsion of eating Halal (processed) meat in Islam. In Holy Quran Allah (SwT) mention

...Then eat of that over which the name of Allah has been mentioned, if you believe in His signs. (Holy Quran 6:118)

Therefore, Muslims always find Halal (slaughtered) meat to eat even though some time it is expensive and/ or difficult to buy. The condition of Halal meat **MUST** meet the following requirements:

1. An adult practicing Muslim (who understand Islamic Shar'iah law and conditions of slaughter) must slaughtering the animals/birds (machine slaughtering not acceptable).
2. The animals/birds must be consumable in Islamic law and alive at the time of slaughtering
3. The animals/ birds must be healthy
4. The animals/ birds must not be uncomfortable position
5. The animals/ birds spinal cord must not cut

6. The animals must be slaughtered by sharp knife so the animals/birds will not suffer during slaughtering but the butcher have to be ensure that the animals/birds not killed or beheaded and bleed by severing blood vessels.
7. The slaughter man **MUST** mentioned/pronounce “Bismillah” and “Allahuakber” during slaughtering.
8. The slaughter man have to face to the holy Macca (The holy Mosque and spir- itual center of Islam).
9. The slaughter man must cuts the animals/birds from the front of throat
10. The Halal meat must be completely blood free.
11. The place of slaughtering must be clean and good sanitation facilities, to protect all kind of bacterias and insect.
12. Processing must be done through food hygiene and animal welfare regulations
13. Haram (unlawful) meat must not process/ mixed with Halal meat.
14. The animals/birds must be completely dead before further processing including skinning, cutting etc.
15. Other cleaning, cutting and/or packaging system could be standard as normal meat.
16. It is not permitted to slaughter one animal / birds in front of other animals/birds.

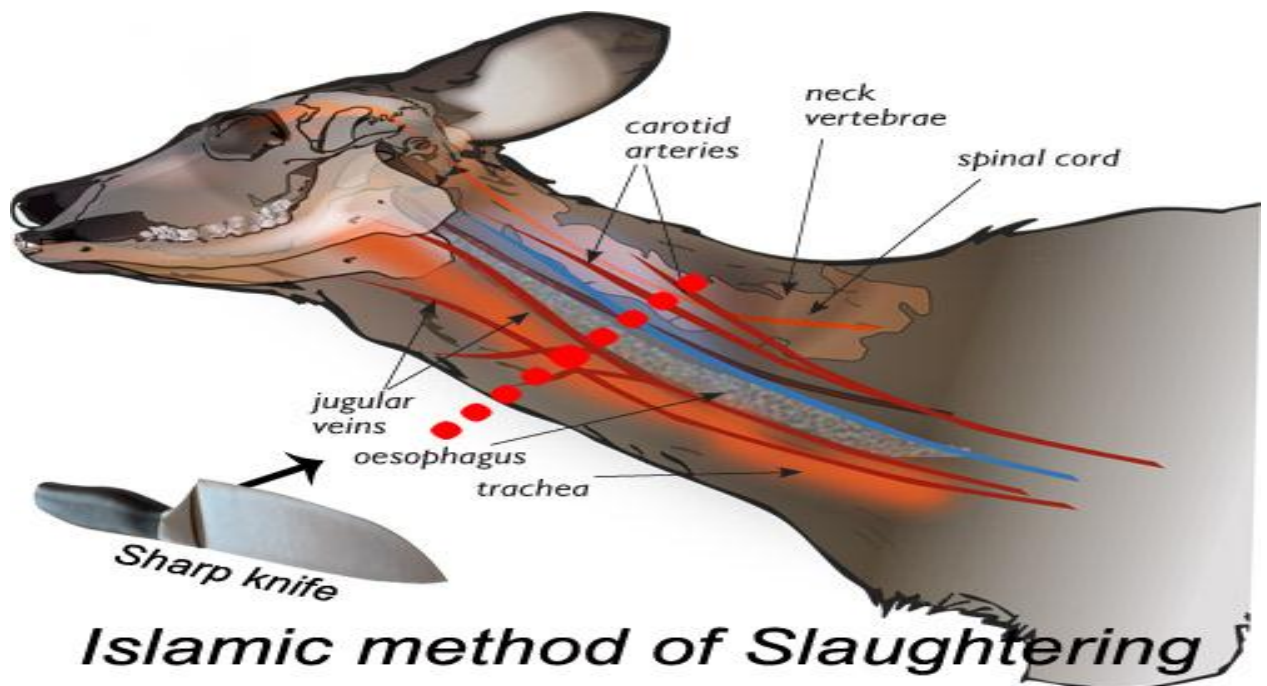


Figure 2: Islamic Method of Slaughtering

3.3 Difference between Halal and Normal Meat processing

The main and biggest difference is, in Halal slaughtering system; the animals/birds MUST BE conscious before slaughtering.

On the other hand, the Normal (western) slaughtering system; the animals/birds should unconscious before slaughtering. To make the animals unconscious usually stunning in many ways such as Mechanical (Captive Bolt Pistol and gunshot), Gaseous (by carbon dioxide and inert gas hypoxia), Electrical or Electronic shock, be headed (especially in India) etc.

3.4 Controversies regarding Halal

There are few controversies of halal meat over ordinary meat in markets; it is the main concern about slaughtering the animals/birds proceed. Some people/ organizations think halal slaughtering does not have enough kindness to animals and it makes animal's unnecessary suffering but according to Islamic scholars; halal slaughtering is more humanitarian than traditional system by keeping the animals/birds conscious when its throat is cut.

Some organizations are not happy with halal slaughtering system. **Farm animal Welfare Committee (FAWC) UK** said

“Such a large cut will inevitably trigger sensory input to pain centers in the brain...”

The **British Veterinary Association (BVA)** believes

“All animals should be effectively stunned before slaughter to improve the welfare of these animals”

The **Danish parliament** recently banned religious slaughtering of animals, and said; “animal's right and welfare are more important than religious belief”.

Currently Denmark, Luxembourg, Netherlands, Norway, Sweden and Switzerland have banned slaughtering animals religiously (halal methods).

Some Islamic scholars said

“... Is it less painful for animals to shoot a bolt into brain? ” by giving electric shocked and shooting by machine also very painful (Sahib Mustaqim Bleher, mustaqim.co.uk 2015). And in some case animal get mad and the virus mixed with its meat. That virus could be very harmful for human being.

According to Islamic scholars **Shuja Shafi and Janathan Arkush** writing in British newspaper **The Guardian**,

“...religious slaughter is as humane as the alternatives. They argue that traditional British methods of stunning, using a captive bolt, gassing or electrocution, only manage to paralyze the animal so it cannot move, but “it is impossible to know whether the animal is feeling pain or not”(the guardian 6th march 2014).

Some people says “the Halal way of slaughter is cruel than western way”. But recently there was a report on BBC news by Mr. Saimon about Halal meat processing and its markets. The report shows that, Oyben Jonson; did not like halal meat. Because he believed halal meat slaughtering is cruel to the animals. The reporter Mr. Saimon took him to visit a halal meat firm and investigate animals slaughtering and processing system. Afterward, Mr, Jonson had admitted Halal slaughtering system is not cruel to animal and it is not inhumane way either (*The One Show Halal Meat in the UK*, 2013).

The scientific facts shows halal system is less painful than western system by a team of Hannover University, Germany students. They used EEG and ECG record during slaughter and stunning of animals. The study found slaughtering by ritual cut, the pain for a sheep was 13-17 seconds and after cutting sheep heart frequency were 40-280 heart actions per minute. Meanwhile slaughter after captive bolt were pain immediately after slaughtering the pain last up to 28 seconds the brain was actively sense of pain the heart frequency rise directly after stunning and it reach over 300 actions per minute. In the summary of report team written;

“The deliberations on the restructuring of the law of slaughtering must be respect” (Deutsche Tieraerztliche Wochenschrift (German veterinary weekly) volume 85 (1978), pages 62-66).

In March 2008 the French Ministry of Food, agriculture and Fishing has published ASIDCOM's report where they quotes; "...support the equality or even possible superiority of religious slaughter to other method of slaughter".

Writer of the ASIDCOM report Dr. pouillsude after all the scientific experiment admits that religious slaughtering is the most human way because it leads to less trauma to animals for meat consumption (Benefit of religious slaughtering 24th march 2010).

The controversy did not stop Halal meat market and slaughtering system, in UK Most of the Giant chain restaurants turning all their meat in to Halal Meat, such as KFC, Pizza Express. Subway etc. in an interview with UK biggest newspaper The Guardian, spoke person of KFC (One of the Giant chain restaurants in world) said "feedback from consumers has indicated that there is a significant demand for Halal food" (the guardian 7th may 2014).

3.5 Halal meat processing system in Finland

Finland is one of the countries with a strong freedom of religion. The Halal Meat processing (slaughtering) is legal and practiced in Finland (except **Aland**) it's called "Dhabhiha". According to Animal Act 1934 in paragraph 4;

"It is forbidden to slaughter a domestic animal in any other way, except to render the animal insensible immediately before bleeding. *Whenever religious reasons so demand*, let it be allowed by the Ministry of Agriculture, in such a way, that the animal is rendered insensible immediately after the arteries have been swiftly cut, but in such a case the veterinarian of the institution must be present personally to supervise the slaughtering"

Most of fresh halal meat (Beef, Lamb. Goat etc.) Comes from Finnish firms. There are so many restaurants providing Halal Dish in the country especially in greater Helsinki region and most of the big cities.

3.6 Halal Slaughtering house in Finland

Officially there is no Halal slaughtering house in Finland. But the author found at least four slaughtering house preparing Halal meat in Finland. Among them one slaughtering house made agreement to prepare meat only for Sörnäinen Halal meat shop (Mr. Forkan Jamil, operation in-charge Hakaniemen Lihakauppa).

According to Finnish animal rights act. Butcher must stun the animals before cutting the throat. However, butcher also following sharia law to make meat halal.

4 Hakaniemen Liha Kuppa

4.1 Overview of Hakaniemen Lihakauppa

With the Motto of **“Provide Halal Meat and increase customers satisfaction”** Hakaniemen Lihakuppa was establishing in February 2013 as a Halal meat shop. The shop also known as Deshi bazaar for online selling, the company name is **“Finn stars international oy”** with company no (Y-tunnus 2665491-8) and it is private limited company. The shop is located at Viherniemenkatu 1, Helsinki, Finland.

Though company’s shop is located in heart Helsinki city (hakaniemi) but also delivery the product all over Finland. Hakaniemen Lihakuppa did not limit business only in shop but also taking customers’ orders from webpage (<http://deshibazaar.fi>) and through phone calls (some case by mobile Massage).

Mr. Md. Nurul Alam is the Chairman and Mr. Forkan Jamil and Mr. Hafiz Ahmed is the member of the company. Hakaniemen Lihakuppa is a small size retail Shop with 5 employees.



Figure 3: Front view of Hakaniemen Lihakauppa

4.2 Nature of Business

The company started business mainly by selling raw Halal meat such as beef, lamb and goat. Beside that they were also selling frozen chicken, turkey (kalkkuna), duck etc. Since the company was new in the market, they study customers demand, interest and expanding business area. So, the company set new strategy to add new items in shop beside Halal meat selling meat.

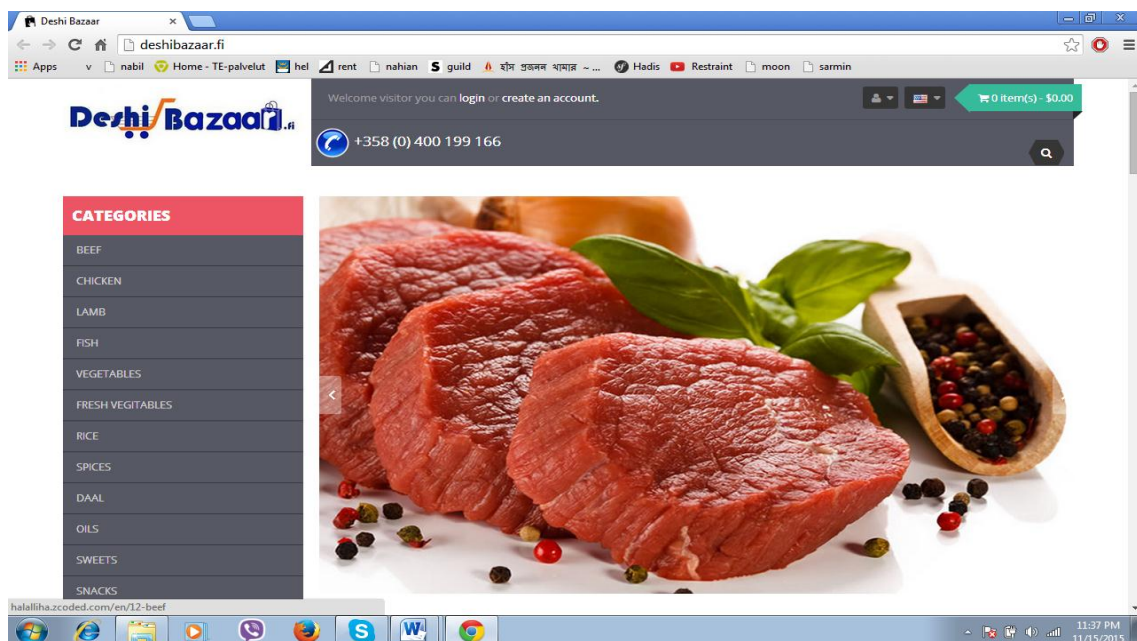


Figure 4: Website of Hakaniemen Lihakauppa

The company studied customer's demand with related product, especially Bangladeshi community customers. They found most of customers want to buy all necessary products from one shop; mainly food items to save their time and energy.

Therefore, Hakaniemen Lihakuppa started selling frozen fish, frozen vegetables, spices and some other grocery products beside Halal meat. Then the company realized sales are increasing fast and new customers are visiting the shop. The management keen to know customer's interest about new products and search for new business segmentation.

Finally, Hakaniemen Lihakuppa taken a new step and start importing fresh vegetables and fruits directly from Bangladesh. As a result the company's sale boomed more than double.

Meanwhile, company could not imported fresh vegetables for some time due to some problems. So, company lost their sells almost one third of total sales. When company succeeds to imports fresh vegetables and fruits again, then sells continues growing.

Currently, Hakaniemen Lihakuppa selling fresh Halal meat (Beef, lamb/goat), frozen chicken, duck, turkey and some other birds meat. Many different types of frozen fishes and frozen vegetables from out Europe. Imported Fresh vegetables and fruits are from Bangladesh.

Rice, spices, cooking oils (local and imported) snacks and special homemade sweets.

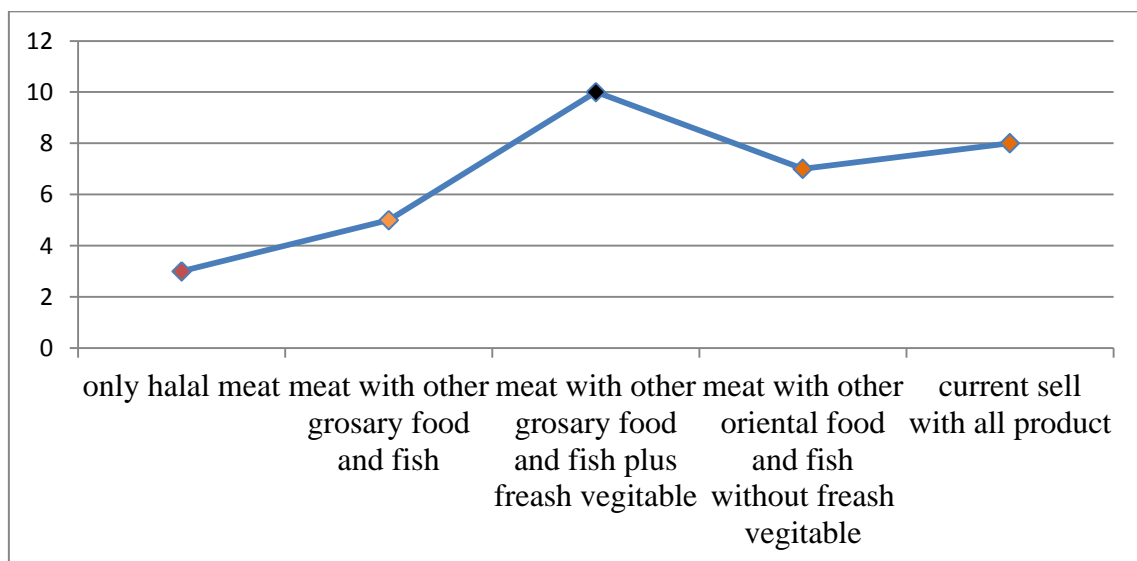


Figure 5: Company sales index

4.3 Sources of products

4.3.1 Fresh meat (Beef and lamb/goat)

The Hakaniemen Lihakuppa's core business is fresh halal meat. According to company's statement, ensuring religiously halal products is more important than making profits. Therefore, Hakaniemen Lihakuppa's main source of fresh meat is Finland. The company made an agreement with a slaughtering house in Tampere. The company explained why they choose that particular slaughtering house; first of all there is no pork slaughter in the house, secondly about 70% of their slaughtering worker is Muslim.

One of most important thing is, whole meat processing system done based on Finnish animal rights act as well as Islamic sharia system.

The Hakaniemen Lihakuppa wants to make sure providing pure Halal meat. Therefore, they visit the slaughtering house very frequently and monitor the meat quality and halal processing system. The company is promised to provide quality Halal Meat to increase customer satisfaction. To ensuring quality meat with lower risk, the used own **raw** meat transporter (according to Finnish transport law). The company also imports some meat from Estonia and Latvia as supporting sources.



Figure 6: Displayed fresh meats of Hakaniemen Lihakauppa

4.3.2 Frozen meat (chicken, turkey, duck and other birds meat)

There is no halal chicken or any bird related slaughtering house In Finland. Therefore, frozen chicken and most of all other birds' products are imported from Denmark. The biggest chicken and chicken based products supplier for company is “Agadeer products” from Denmark. Beside that company also import chicken from France and Poland. Some special products import from Italy and The Netherlands such as frozen young chicken and duck.

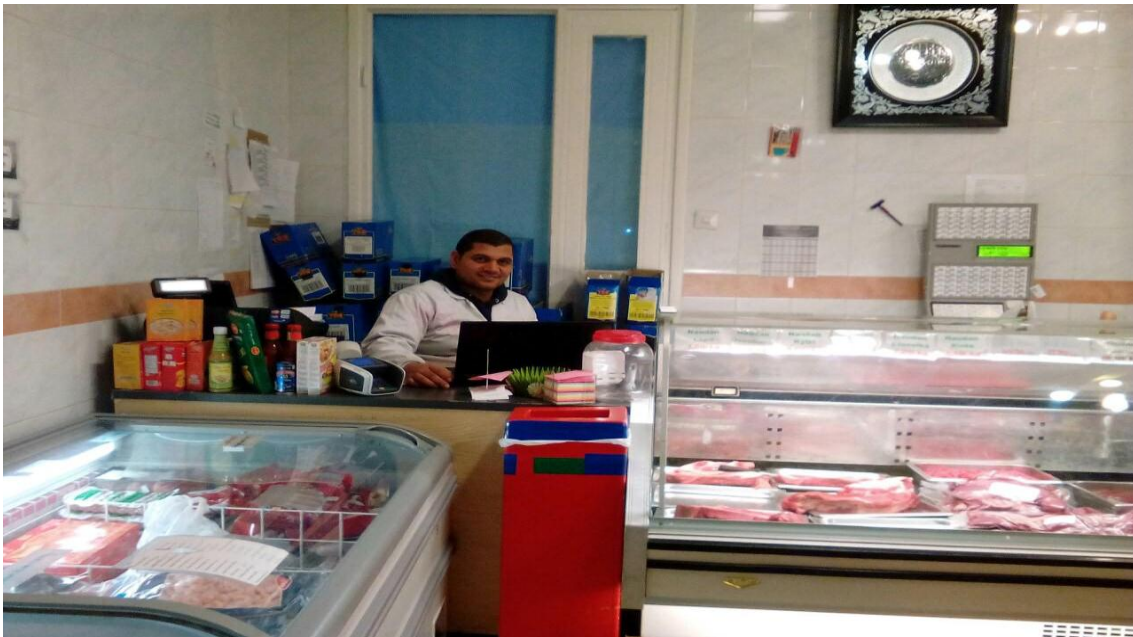


Figure 7: The cashier desk of Hakaniemen Lihakauppa

4.3.3 Frozen Fishes and frozen vegetables

The company's biggest customer group is Bangladeshi community and they love to eat fish. The origin of their home is called “**River maternal Bangladesh**”, where many different kinds of fish available everywhere. The main of Bangladeshi people is **fish and rice**. Wherever Bangladeshi people go, they carry their own tradition and food habit. Therefore, Hakaniemen Lihakauppa selling many different kinds of fish origin of Bangladesh. But due to some legal and transportation issues company cannot directly import from Bangladesh, so they import Bangladeshi products from United Kingdom. For same reasons company import frozen vegetables from United Kingdom. The main fish products are Hilsa, Rohu, Boal, Koi, Pabda, katla, keski, shing, Bata, Prawn, Telapia etc.

In the frozen vegetables list, company is selling Seem, Potol, Data, korola, deros, Kochur loti, Pui shak, Lal shak, Palong Shak, Jinga etc.

4.3.4 Fresh vegetables and fruits

The rocket sells increasing products for company are fresh vegetables and fresh Bangladeshi Fruits. There is few other Bangladeshi (grocery) shop in greater Helsinki region but no one dare to import directly from Bangladesh. The hakaniemen Lihakuppa take that as a challenge and succeed on the market. Previously most of fresh vegetables and fruits imported from Italy, Sweden or United Kingdom. The origins of those products are from India, Myanmar, Thailand, China and some from African nations such as Kenya. Ghana etc.

The reasons of most popularity of Bangladeshi products are taste and flavor. When the customers compare price, then fresh are more expensive than others. But they buy Bangladeshi Products with high price.

The fresh vegetables are Korola, Vendee, green chili, Seem, Kochur mukhi, Kochur Loti, Lau, Data, Jali Kumra, Begun , Pui Shak, Kolmi Shak etc.

The fresh Fruits are Guava, Jack fruit, different kinds Mango such as Fojli, Nengra, gopali, kathari vog, khirsa etc.

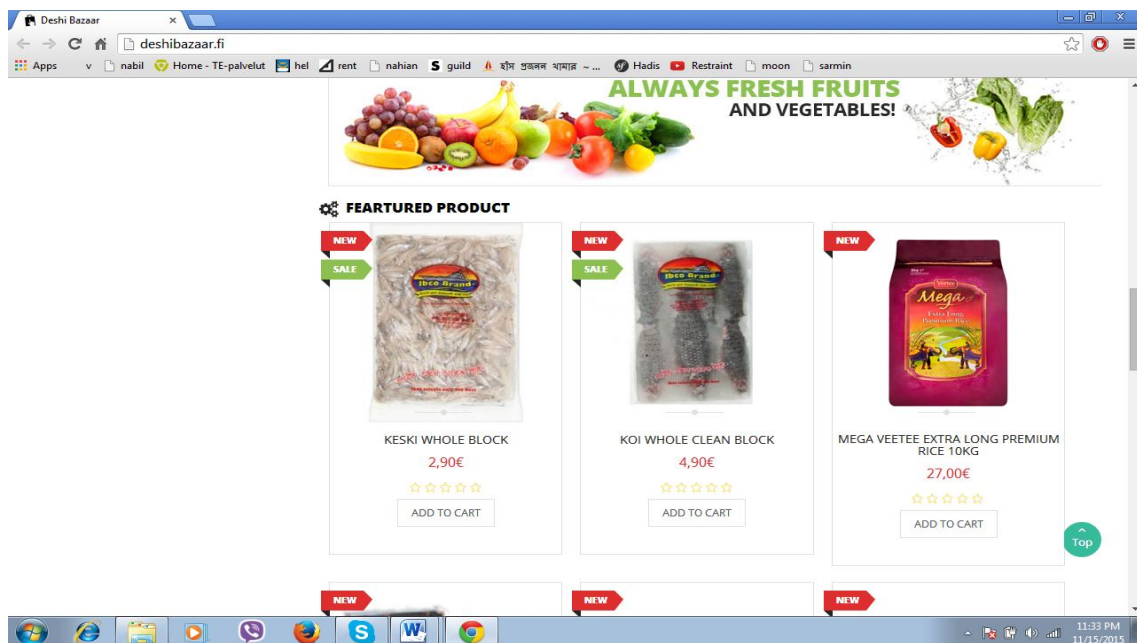


Figure 8: Featured product page of Hakaniemen Lihakauppa

4.3.5 Other products

The company import grocery and spices products mainly from United Kingdom. They also import some products from Sweden. But the origins of those products are from India, Myanmar, Thailand, China, Pakistan and some from African nations such as Kenya, Ghana etc.

The available grocery products including Rice, oil, spices (mainly south Asian), different types of Bangladeshi snacks, nuts etc.

One most important item above all is Bangladeshi homemade sweets. The most popular sweets including Rosogolla, Chomchom, Rosmali, Laddu, Sondesh, Golap jam etc.

The company is providing those sweets with special arrangements from Finland.



Figure 9: The grocery Products of Hakaniemen Lihakauppa

4.4 Competitors

4.4.1 Regular meat market (Local market and big chain shop selling non Halal meat)

The company believe that, the nearest local fresh meat market which is kauppa halli is not a big competitor for them. Most of the local area non-Muslim customers buy meat from Hakaniemin Lihakauppa for two reasons. First of all the price is cheap from Kauppa halli and secondly for good customer service and better quality meat.

The big chain shops (S group, K group Lidl etc.) are not a big threats for them as well. Because company believes, Hakaniemin Lihakauppa selling fresh meat (especially beef) with lower price from them. Alongside with price, company also provide better service for customers. For example cutting meat according to customer's demand, able to choose different parts of meat, free home delivery (purchase of more than 50 euros), special discount for bigger amount of meat and so on.

4.4.2 Other halal meat shops

Five years ago, there was only two Halal fresh meat shops in (Itäkeskus and Sörnäinen) Helsinki region. But now more than ten shops around the same city. This means shops are increasing with product (customers) demands. According to Statistic Finland Muslim population growing very fast and local Finnish (and other non-Muslim) people are also getting more interested about Halal meat. The main reason is lower price and good service and quality meat. So establishing more fresh halal meat shops not much affecting on sells, especially for local people.

4.4.3 Own ethnic shops

In the beginning of this year one more fresh Halal meat shop opened in Hakanemi area. The new shop (Halal Liha maailma) is owned by a Bangladeshi business man. Even though nearest fresh halal meat shop is from same community, but company think it did not affect much with Bangladeshi community customers. But more affect with local (non-Muslim), some Africans and walked in customers.

4.5 Corporate Social Responsibility (CSR)

One of the main strategies of Hakaniemin Lihakauppa is doing some corporate social responsibility for community people. Particularly those are living very remote area or other parts of Finland. Therefore, company delivering products to their doors without any extra cost and same price as they selling in the shop. At the beginning it was quite challenging to deliver the products hundreds of kilometer away from Helsinki with own transport and employees. But the company continues the service to remote cities such as Oulu, Kuopio, Jyväskylä, Joensuu, Tampere, Kokkola etc. Though it is not profitable company but easy for community people to get the products.

The company used to provide free meat to community events but due to some problems they do not provide any more. But Hakaniemin Lihakauppa still supporting with (on request) all logistics services and giving big discounts for community program.

The management belief, they are not doing this for marketing purpose but as their responsibility to community and society.

4.6 SOWT Analysis of Hakaniemin Lihakauppa

<p>Strength</p> <ul style="list-style-type: none"> • Self employed • Friendly and Motivated Stuff • Community getting bigger • Easy to get halal meat • Many loyal customers 	<p>Opportunity</p> <ul style="list-style-type: none"> • Have own firm and slaughtering house • Many loyal customers • Convenient location with access of most public transport • Enough parking facilities
<p>Weakness</p> <ul style="list-style-type: none"> • Competitors • People are not very familiar with halal meat 	<p>Threats</p> <ul style="list-style-type: none"> • Increasing new competitors • Not Enough storage space • Customer may move to other shop

<ul style="list-style-type: none"> • Some controversies about halal meat • Some competitors are doing business with no ethics. • Firms owner and slaughtering house have limited knowledge of halal meat 	<p>because of unavailability of other grocery products in the same shop.</p> <ul style="list-style-type: none"> • Effects of Negative Mouth Marketing
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Figure 10: The SOAT Analysis of Hakaniemen Lihakauppa

5 METHODOLOGY OF STUDY

5.1 Research Method

The aim of the research was to carry out how community based business could be a new segment of business. Some religious belief can be opportunities for some specific industries (this study based on meat industry). How known and unknown controversy may change people mind.

Therefore, author chosen a community shop (Hakaniemi Lihakauppa) and Halal meat (as a religiously belief meat industry) as the empirical study. This was design in chapter three and four.

For the better understanding of research and to find out best possible result of survey. So, the author did some theoretical study as a foundation of secondary data, which includes some academic articles, expert's opinions, newspaper reports, investigation videos and so on, and that was located in chapter two.

The author believed, to conclude a good research should have opinion of company and customers as well. Based on that, research used mixed (Quantitative and Qualitative Analysis) methods to find and complete the result.

Quantitative research method is collecting large amount of data randomly with same questionnaire to uses as numerical data.

Burns N, Grove Sk (2005) define Quantitative research as

“Quantitative research is a formal, objective, systematic process in which numerical data are used to obtain information about the world”.

The research method apply to Describe variables, to examine relationship and to determined effect among them (Burns and Grove 2005:23).

Qualitative research method is direct communication (mostly one to one) to find out explanation for pre-made questions and related additional quotations based on the respondents answered.

According to Saunders et al (2003):

“Qualitative data are based on meaning expressed through words”.

At the end, the author processed the survey data through Microsoft Excel to find out the average and more specific information of research. For easy conclusion result different chart had used as in graphic and try to explain the customer's perception, view and value for company.

5.2 Data collection

The data collection methods and techniques as well as other study of this section had done according to the thesis supervisor advice. The author had several meeting and discussed about sample, target groups, questionnaire, interview place, study limitation etc.

As the author had discussed in the Introduction section, the research was carried out with the combination of both qualitative and quantitative methods. The author had applied both primary and secondary data. The primary data was mainly from questionnaire of Hakaniemi Lihakauppa's customers as well as Bangladeshi community people living in greater Helsinki region (Helsinki, Espoo, and Vantaa). A formal interview was conducted with company Chairman Mr. Md Nurul Alam and operation in-charge Mr. Forkan Jamil of Hakaniemi Lihakauppa to get more knowledge about business and customers relation from their point of view.

The questionnaire was designed according to theoretical framework and research objectives. The questionnaire was mainly focused on Halal meat demand and Hakaniemi Lihakauppa's customer service and satisfaction. To well design the questionnaire, the author follows mainly the book “handbook of marketing scales” by William O'Bearden,

Richard G Netemeyer (2nd edition), some well-known online survey tools, discussed with fellow students and finalized with theses supervisor.

After designed the questionnaire for quantitative, the author decided to collect answers from respondents through online. Therefore, a questionnaire made using much known online survey tools “survermonkey.com”. Since, the author’s target group was mainly Bangladeshi community people living in greater Helsinki region (Helsinki, Espoo, and Vantaa). So, the online survey link had posted them to most of community Facebook pages. For example, Bangladeshi community in Finland, Ruposhi Bangla Finland, Bangladesh Student council in Finland etc. the response from social media user was very good (total of 75 people participated in survey).

The author met and exchanged several informal e-mail and telephone conversation with Hakaniemi Lihakauppa chairman, operation staff and some random customers before sitting for formal interview.

Finally author had formal Interview with company representative Mr. Forkan Jamil on 11th of November 2015 at 10 A.M at Shop (Hakaniemi Lihakauppa) and the interview took about two hours.

5.3 Sample target group

The sample target group was mainly from Bangladeshi community people living in greater Helsinki region (Helsinki, Espoo, and Vantaa). Because most of Hakaniemen Lihakauppa customers are from that ethnic group and majority of them are Muslim.

There is no specific information when Bangladeshi community people first came in Finland. But the researcher found mostly they came early 1990’s and started doing restaurant business (mostly Pizza Shop).

In late 2000’s large number of Bangladeshi community students came to Finland and the number is growing very fast. Today, they are working in almost in every sector in Finland. From Government job to school teacher, from service sector to an IT expert, and so on.

However, there might be some other (Non-Bangladeshi community) customers as well. As the questionnaire was posted on company's social media (Facebook) page and respondents were unknown.

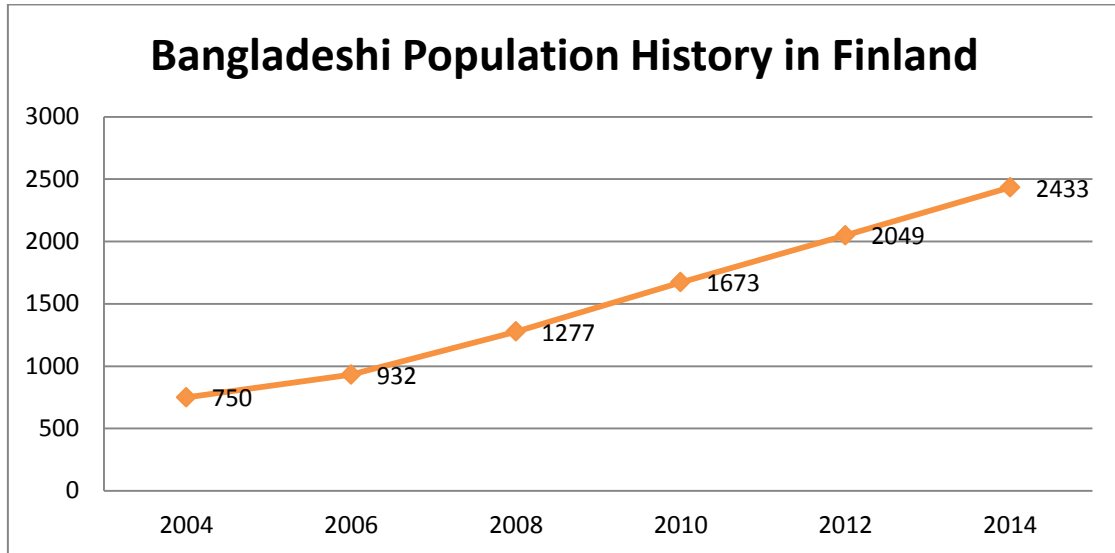


Figure 11: Bangladeshi population history in Finland (source: statistic Finland).

6 DATA ANALYSIS: (PART 1)

QUANTITATIVE RESULTS

This survey data was collected through online survey tools surveymonkey.com and medium of communication was social media i.e. Facebook. There were total of 75 respondents on the survey. To find out most specifics information, survey designed with different technique. Such strait **yes/no** questions, multiple choose questions, tick box questions (where respondents able to select many answer if needed), measurement and ranking questions and finishing the survey with open ended comment box. So, the respondents had more space to give their opinions.

The result was analyzed by Microsoft excel and showed concluded result in different charts, such as column charts, bar charts etc. the more details discussed on chapter five about methods study.

6.1 Do you prefer halal meat

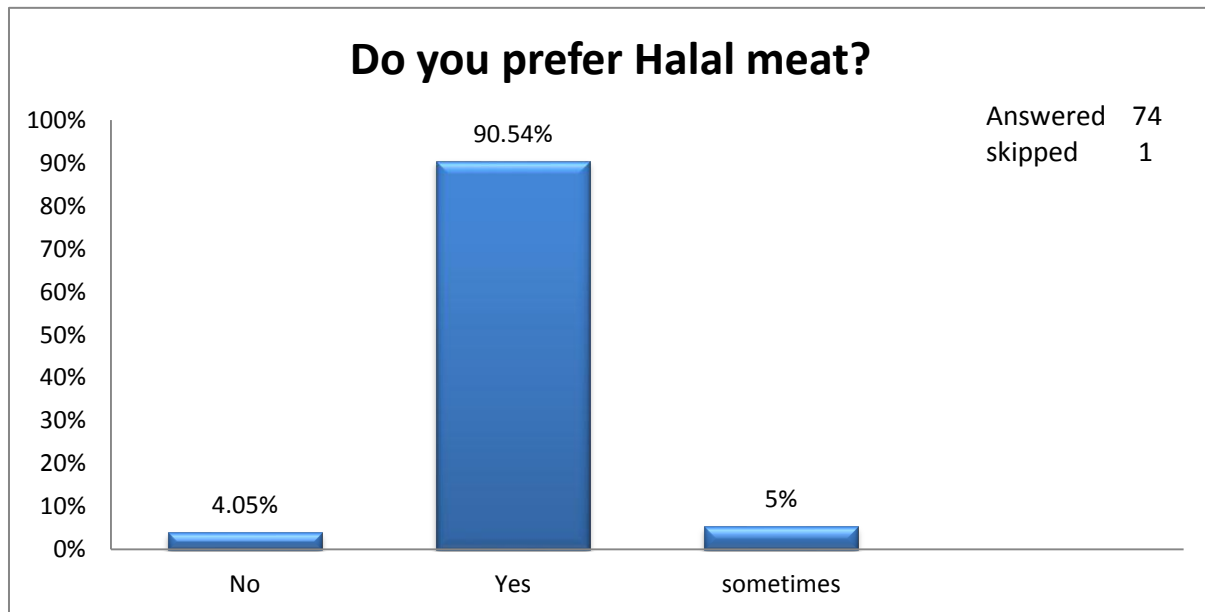


Figure 12: Preference of halal meat

The first and the most important and a basic question was “Do you prefer halal meat?”. The result was astonished to know from the respondents. Only 4.05 % people answered it as “NO”. There was three different terms, yes, no and sometimes. And other option sometimes also didn’t get that much support. Only 5.41% people went for it. Rest of the people prefers halal meat and the percentage is 90.54.

So we can claim that 9 out of 10 people buy halal meat rather than the “Non-Halal”

6.2 Why customers do not they prefer halal meat

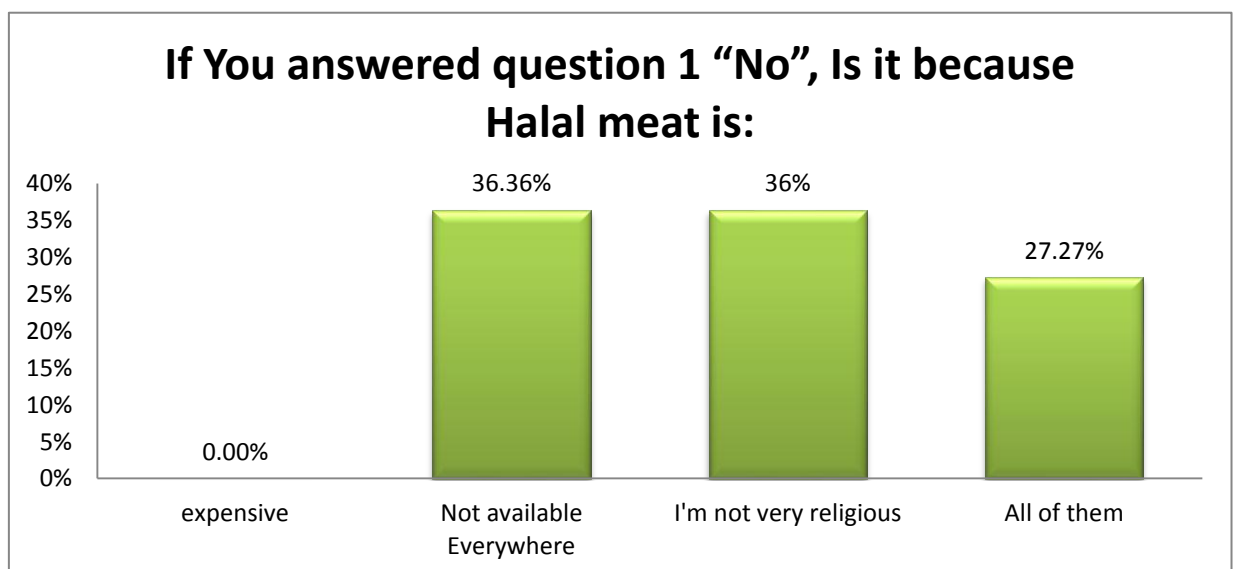


Figure 13: Reasons of non-preference

This question designed with relation of question one. There were some people who answered “NO” in question one. To justify the actual reason, in the 2nd question was “Why don’t they prefer halal meat”.

In that case, Most of the people don’t prefer it because of unavailability and religious issue.36.36 % people answered “NO” because of it is not available everywhere and exactly 36% people said that “they are not very religious”. There were actually no people who don’t prefer it because of only “expensive”. It is not that much expensive than the non-halal one. But they are also some people who said that all the three reasons are responsible to get “No”. 27.27% people picked up the option “All of them”.

6.3 Do you prefer a Bangladeshi meat shop

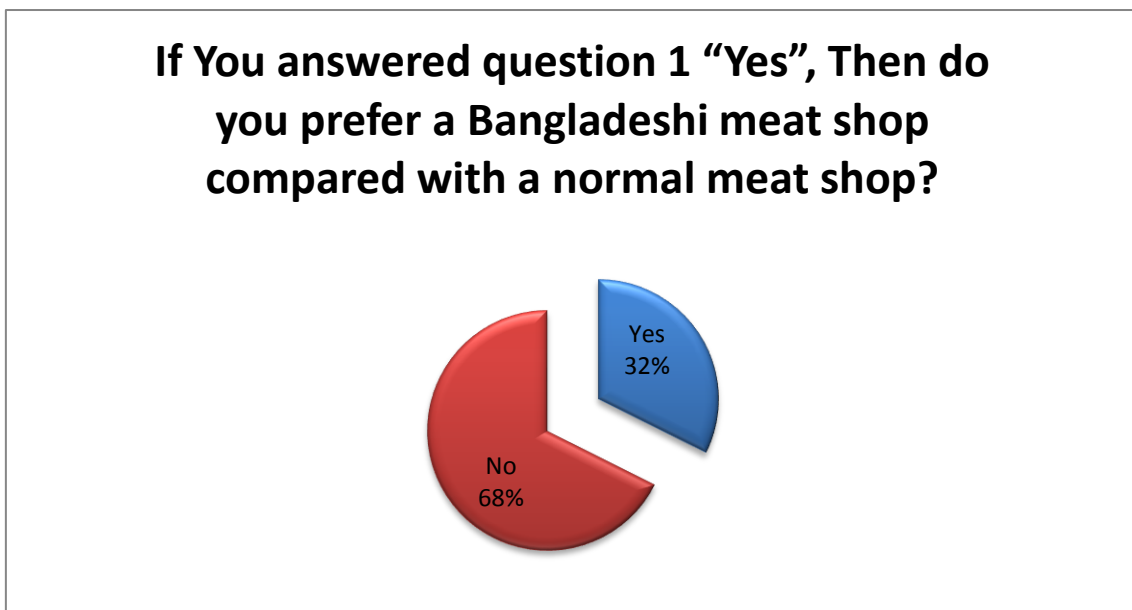


Figure 14: Preference of Bangladeshi meat shop

The 3rd question was “If you prefer halal meat, then do you prefer a Bangladeshi meat shop compared with a normal meat shop. It mainly was getting more information from respondents who answered yes in question one. How much they are motivated to buy from Bangladeshi shop.

In that case 1/3rd people mentioned that they would like a Bangladeshi meat shop rather than a normal meat shop. The percentage is 32.39. Most of the people went for the option “NO” and its 67.61%. This was not a good indicator for Bangladesh meat shops. The reason could be nowadays availability of halal meats are everywhere and people are busier with their life. So, buying meat from nearest shops and that does not influence the particular community shop.

6.4 Have you heard of hakaniemen lihakauppa

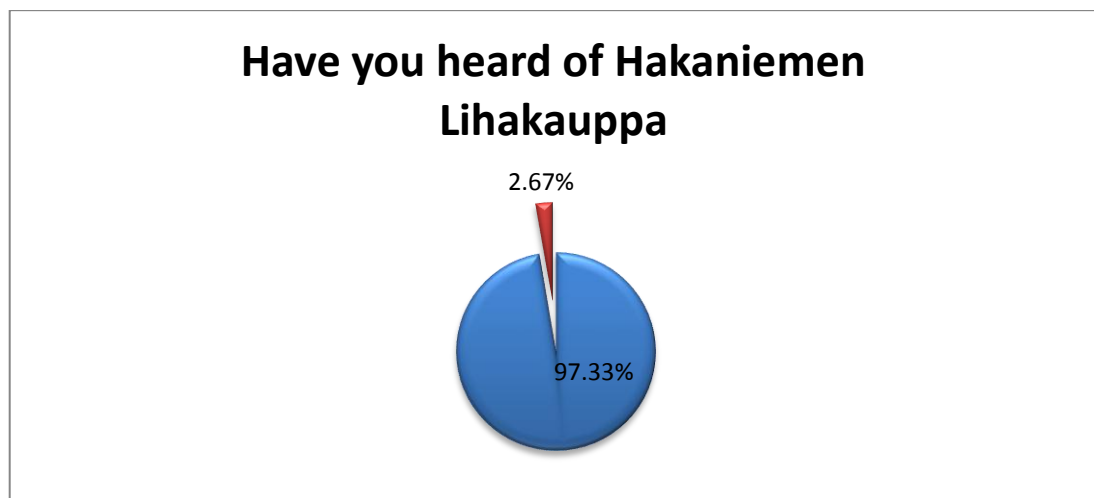


Figure 15: Popularity of Hakaniemen Lihakauppa

The 4th question was about thesis case company Hakaniemen Lihakauppa and the question was “Have you heard of hakaniemen Lihakauppa?”

The survey result shows that it’s a very known and famous shop for respondents. Almost all the people who took part in the survey knew “Hakaniemen lihakauppa”. 97.33% people answer it as “Yes” and only 2.67% people said that they never heard of it. This made the study more reliable on the result.

6.5 Where have you heard from about Hakanimien Lihakauppa

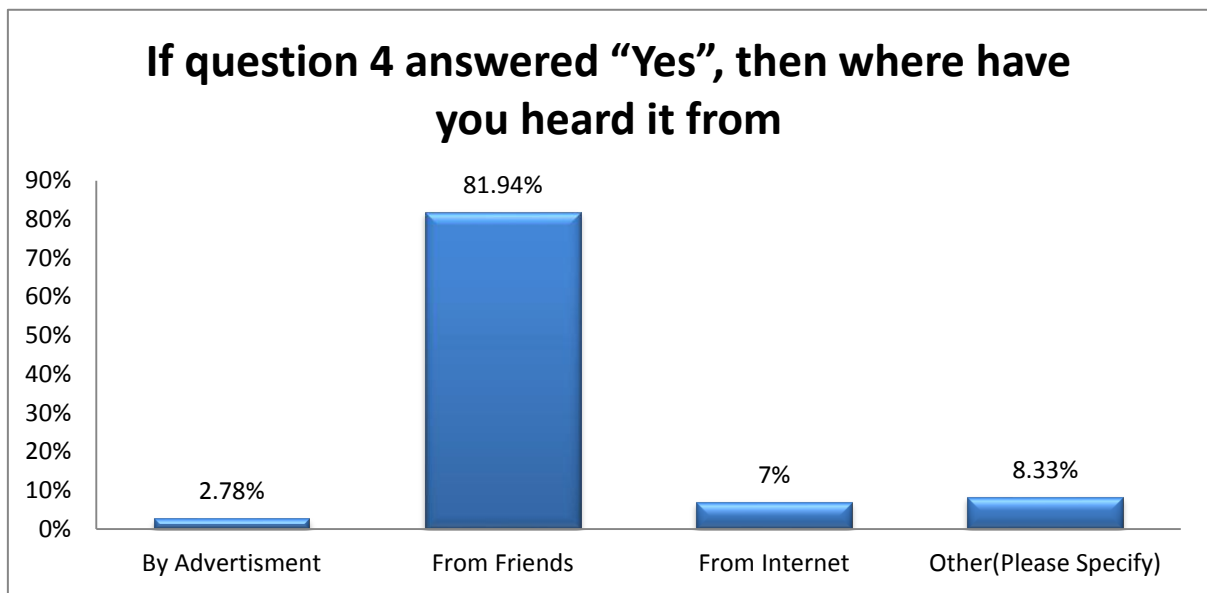


Figure 16: Source of Hearing of Hakaniemen Lihakauppa

Question number 5 was about the source of hearing the name of “Hakaniemen Lihakauppa” and it’s a related question as well with question number 4.

“Where have you heard the name of Hakaniemen Lihakauppa”.

Since question number 4 result indicating Hakaniemen Lihakauppa is a very known and popular halal meat shop, .So Maximum customers are Muslims and from Indian sub-continent especially from Bangladeshi community. They have good friendship among them. The result shows it. 81.94% people said that they heard about the shop from their friends and definitely it’s the highest. The shop has some Online Marketing policy. So some people also get it from internet. 7% people heard it from internet.

Even though, company is advertising on local newspaper (Kallio Lahti), but result showed it was not very effective among the respondents. Only few people got it by advertisement and 2.78% only. 8.33% people got from other sources. From the other source most of respondents mention about “**passing by**” to the shop.

However, a good number of local people visiting shop might be coming from advertisements.

6.6 How often do you visit Hakaniemen Lihakauppa

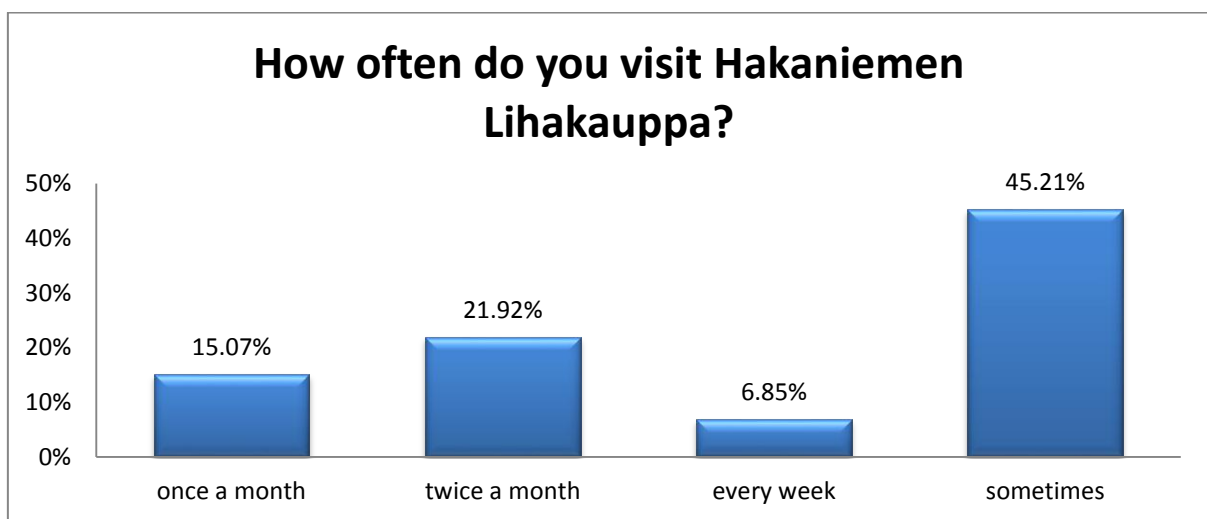


Figure 17: Regularity of shopping with Hakaniemen Lihakauppa

This question was about the connection of Hakaniemen Lihakauppa with customers. “How often do you visit Hakaniemen lihakauppa”.

Maximum people chose the option **sometimes which was 45.21%**. .15.07% people said they visit the shop once a month. Twice a month was the second big percentage of people and it was 21.92%.

Only 6.85 % of respondents said, they visit every week to Hakaniemen Lihakauppa. So we can say that most of the people who participated in the survey are used to buy from Hakaniemen Lihakauppa.

However, the researcher did consider online order or phone order. So, from the above result it is not clear about total customer order or buying habits.

6.7 With whom do you live

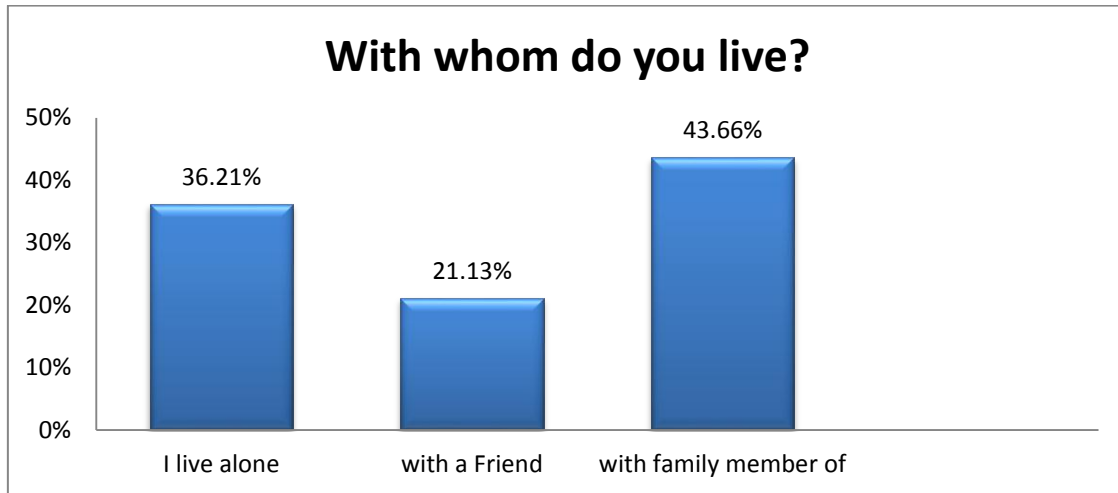


Figure 18: Number of Consumers

Most of the people who participated in this survey are living with family. 43.66 % people are living with family here and most of them with 2-3 members in the family. The percentage of people who are living alone is not that low also and it's almost 1/3rd. 36.21% people are living alone. Since sample target was Bangladeshi Community people, the researcher discovered a good number of Bangladeshi Community people living with a friend (especially students). Basically the option **with a friend** created for them and the result was 21.13%.

6.8 What amount of meat do you buy every month

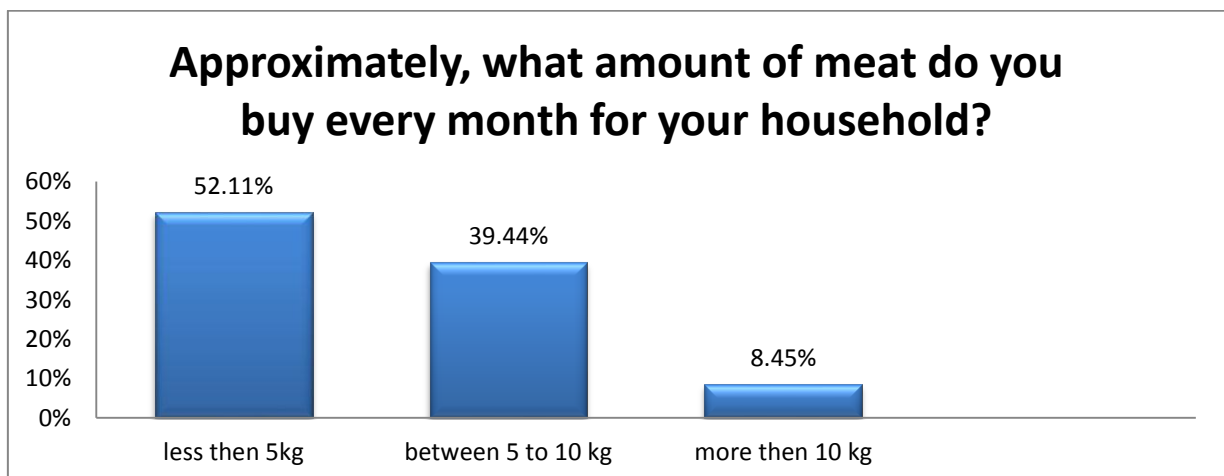


Figure 19: Amount of purchase per month

This question was design based on the previous question. So the result can show, how many people are living in one family or alone and in average how much they consume every month.

Half of the people mentioned that their need is less than 5 KG per month. 52.11% people buy less than 5 kg meat per month. About 39.44% people have said, their need of meat is between 5 to 10 kg per month for the household or family. Only 8.45% people need more than 10 kg meat per month for their household.

When researcher wanted goes for more specific information, he found mostly big families consuming large amount of meat. But some single living respondents also consume good amount of meat.

6.9 What kind of meat do you buy most

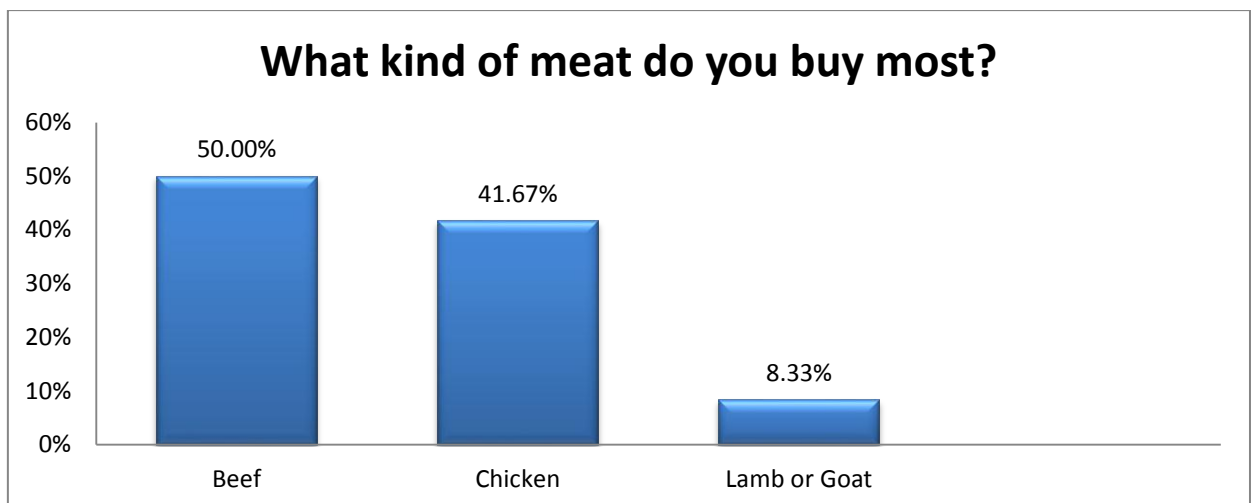


Figure 20: Kind of meat bought most

Generally there was 3 types of meat options to chosen from the questionnaire. The most popular meat of Hakaniemien Lihakauppa showed on the survey is beef; exactly 50% customers are interested for halal beef meat. Chicken was the 2nd highest customer preferences. 41.67% people prefer chicken to buy most especially singles. Few people also buy lamb or goat meat and it was 8.33% percent.

6.10 Factor to consider when buying meat

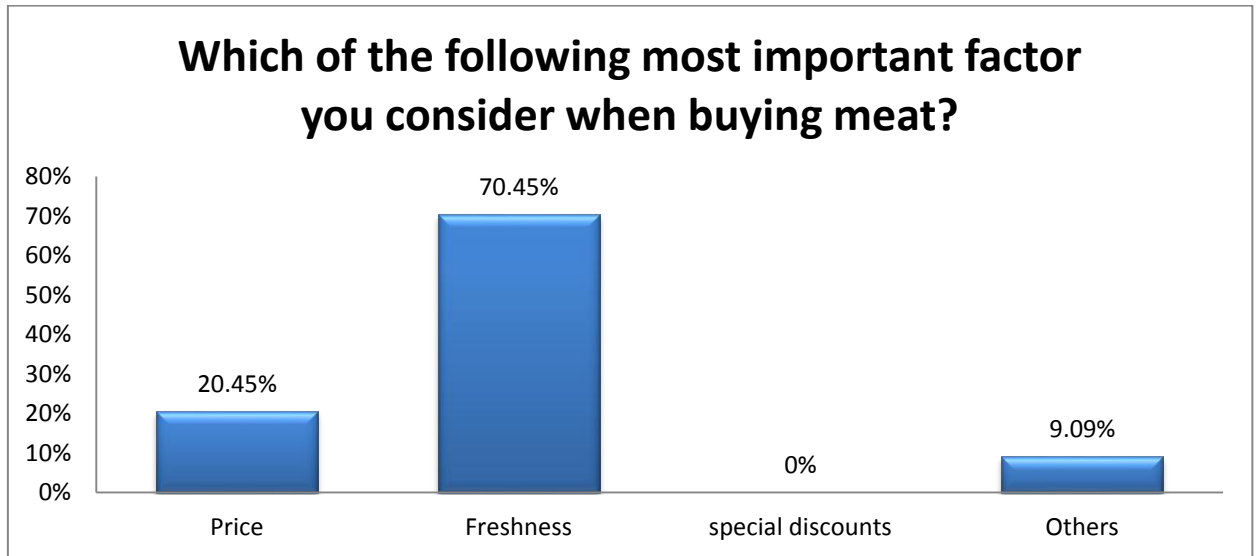


Figure 21: Most important factor of buying meat

The Bangladeshi community and Muslim people living in Finland are very health conscious. The survey is also showing that, 70% people consider freshness as the most important factor of buying meat. Price is an important factors too, and they result showed 20.45 % people mentioned about price. Less than 10% people think, other factors are most important too and one of them is home delivery. But it is an interesting matter that nobody considers special discounts as the most important factor.

6.11 Are the staffs friendly

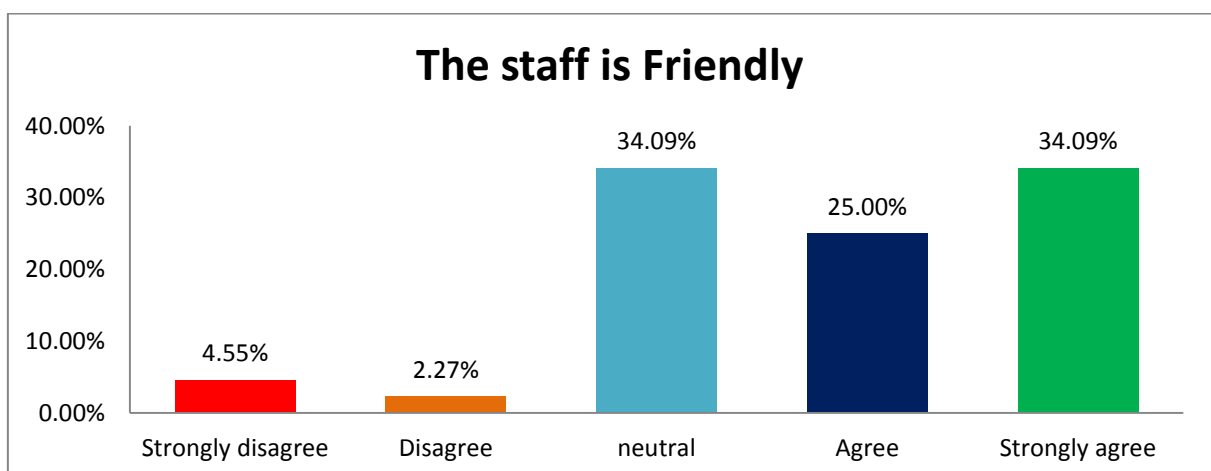


Figure 22: Friendly Staff

There was an equal opinion about this statement. 34.09% people are strongly agreed with the Line that “The staff is friendly” and also the same percentage people chosen to keep them in neutral position. 25% people were agreeing about the same statement.

Some 2.27% people think the staffs of Hakaniemen Lihakauppa are not friendly, where 4.55% people were strongly disagree with the statement.

From the above result, it should say, yes the staffs friendly to customers. However, company should also concentrate make the 8% of customers happy.

6.12 Are the staffs knowledgeable

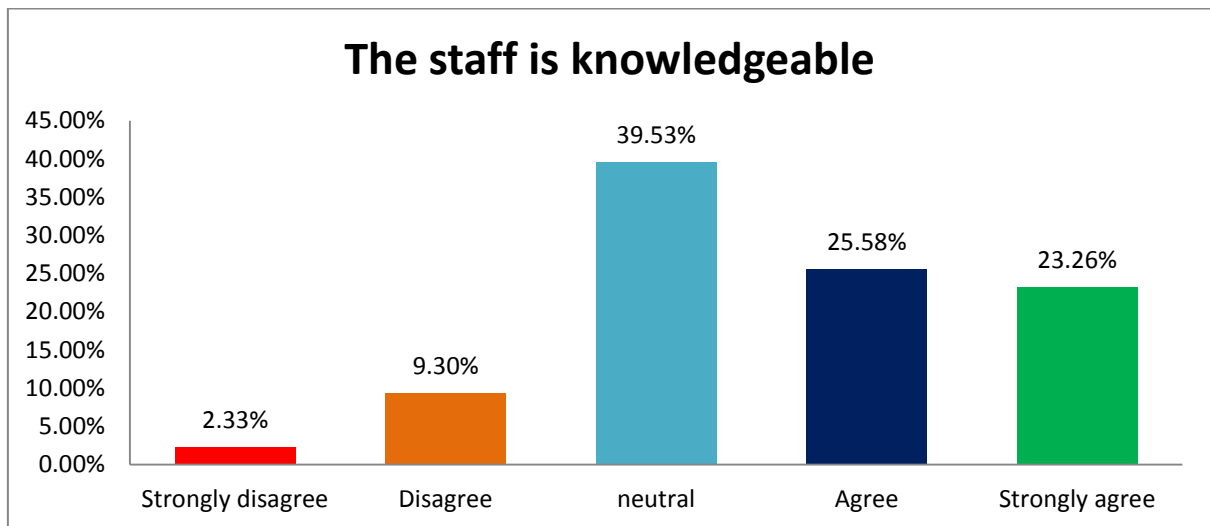


Figure 23: Knowledge of Staff

In this question, Most of the people took part in neutral position about 40%. Agree with the statement was 25.58 % and 23.26% people was strongly agreed that, the staffs are knowledgeable. There was also disagreed with statement of 2.33% people and strongly disagree about staffs knowledge was 9.30% of respondents.

6.13 Are the staff is helpful

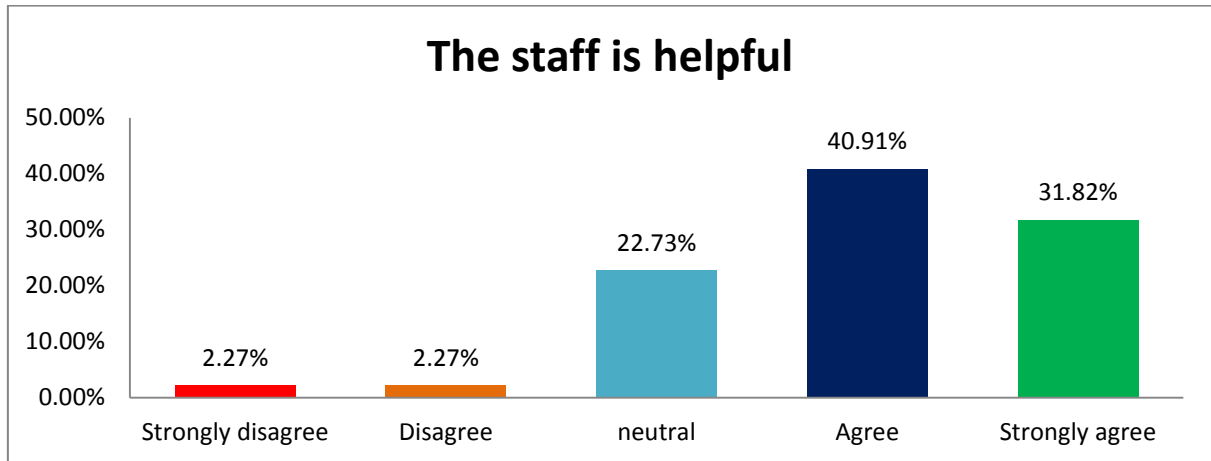


Figure 24: Helpful Staff

Most of the people participated in the survey think that, staffs are helpful in Hakaniemen Lihakauppa. 40.91% are agreeing with statement and 31.82% people are strongly agreed. 22.73% people took the neutral position. There also very few people who are disagree about the statement. 2.27% people are in both side of disagree and strongly disagree.

It was very important result from company's point of view. Sometime it is very difficult to find helpful and motivated staffs and Hakaniemen Lahakauppa is succeeding to that.

6.14 Is the shop clean and hygiene

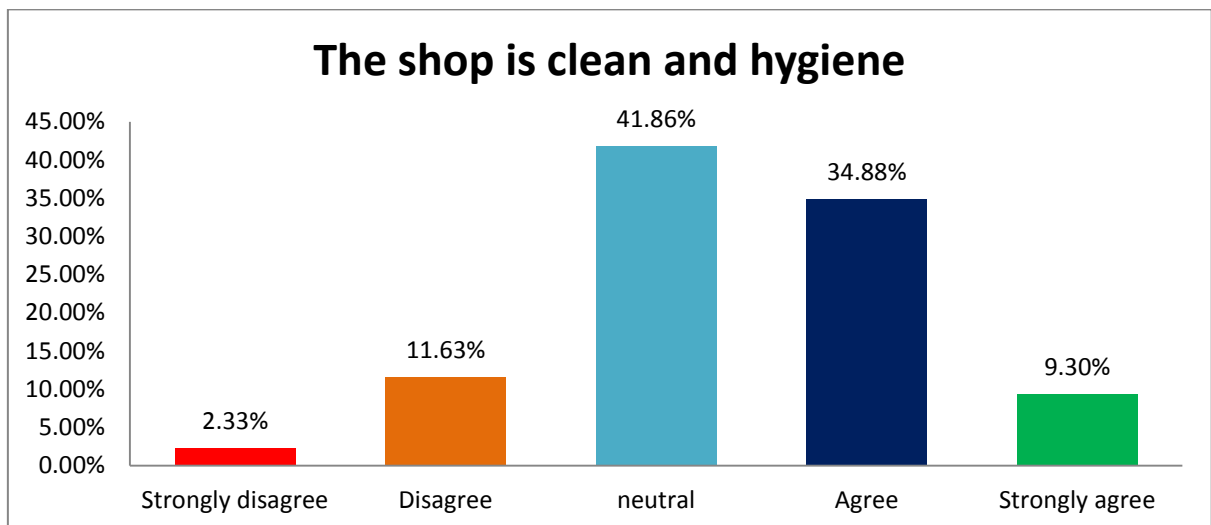


Figure 25: Clean and hygiene shop

About the cleanliness and hygienic issue “Neutral” got the most percentage people 41.86%. The 2nd highest percentage people think that the shop is clean and hygiene and its 34.88%. Strongly agree is 9.30%.

However, result also shows some disagreement. 11.63% people and disagree with the statement and 2.33 % was strongly disagreed. That is not a good sign for this category of business, because hygiene is essential for fresh (raw) meat. Otherwise it may affect customer’s health.

6.15 Is the shop well-organized

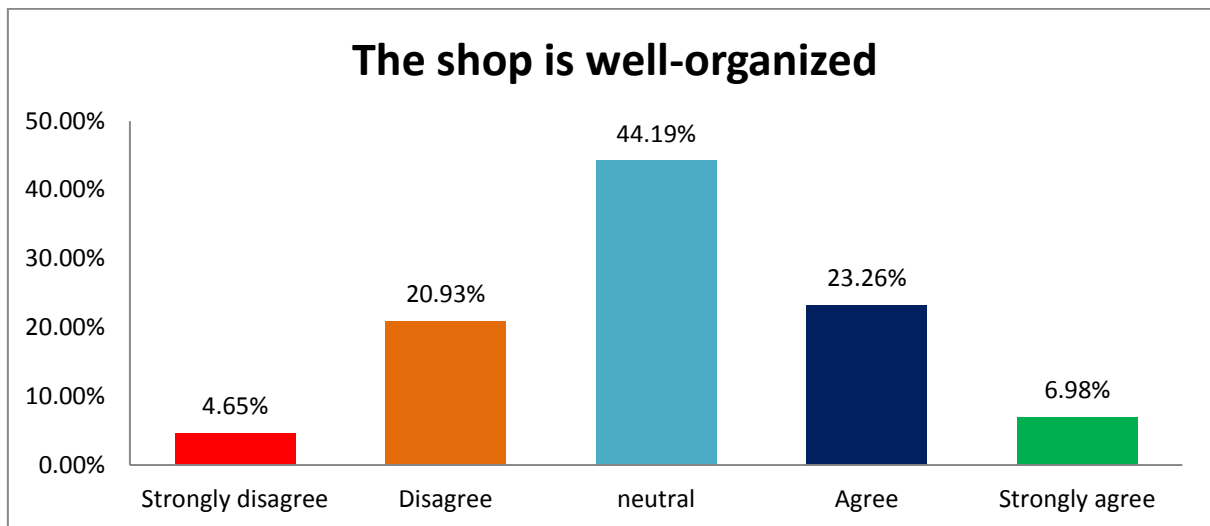


Figure 26: Organized shop

Maximum people were in Neutral option and the figure was 44.19%. This means in between agree and disagree. Sometimes difficult to trust on such (neutral) result, because some respondents may not think properly to give an answer. 23.26% or 2nd highest group of people has agreed about it. Small number of 6.98% people have strongly agreed with the statement that the shop is well-organized. Some people are also disagreed about it. 20.93% people are disagreed and they think that the shop is not well organized and 4.65% people are strongly disagreeing about it.

6.16 Is the product quality good

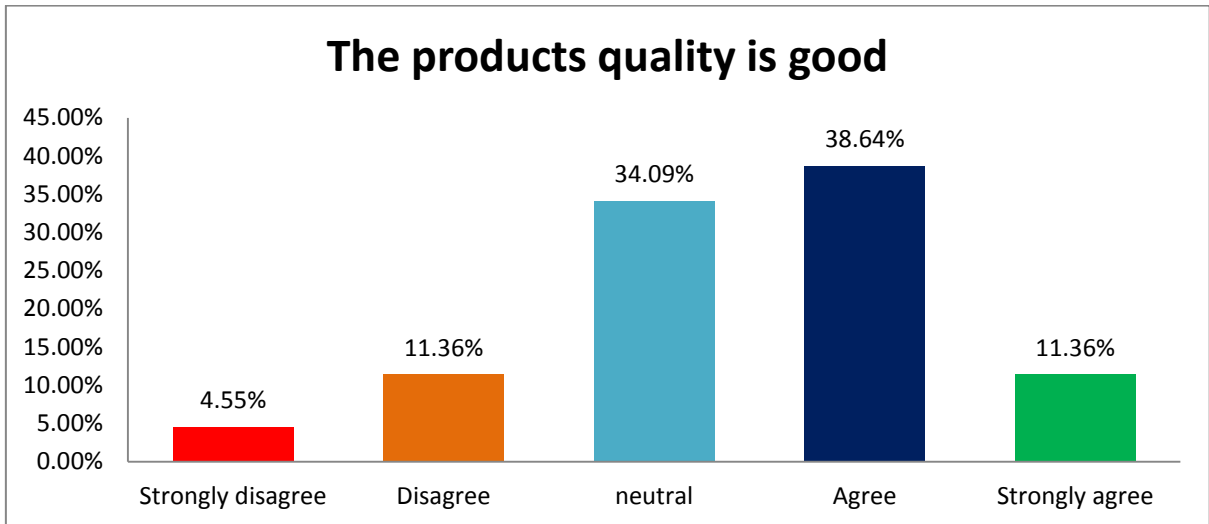


Figure 27: Quality of product

In this question maximum people vote for the option “Agree” and it was 38.64%. About 34% of people was neutral about the good product quality. 11.36% people are strongly agree and same amount of people disagreed with same statements

A small amount for people were not happy at all, they were 4.55%.

6.17 Are the products fresh

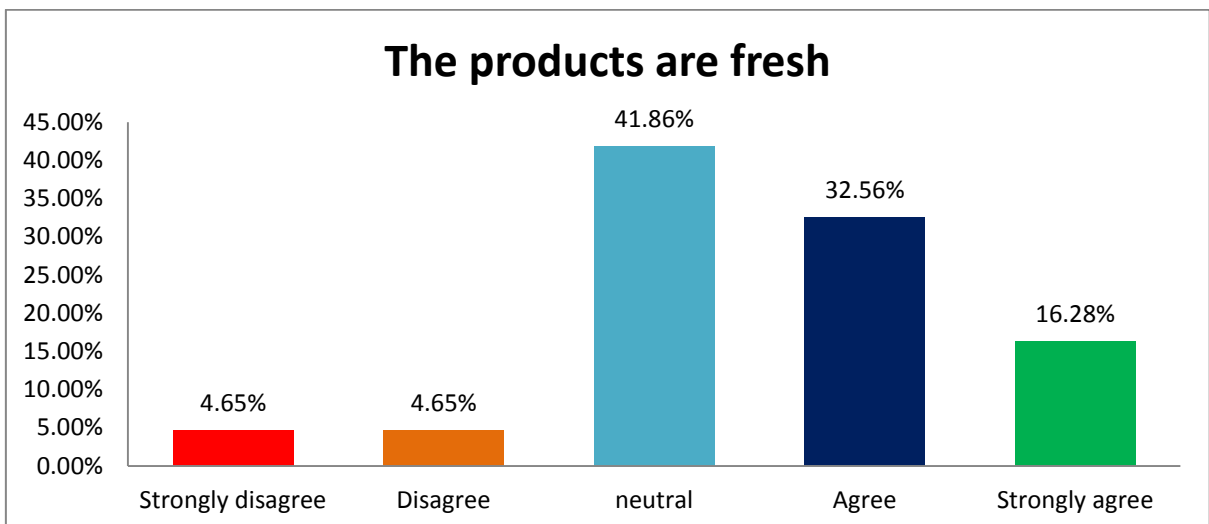


Figure 28: Freshness of products

In the matter of freshness Maximum people chosen the option of neutral and it was exactly 41.86%. 32.56% was agreed about the freshness of the product and 16.28% people were strongly agreed that the products are fresh. Also some people is here too who are disagree about the statement. Both strongly disagree and disagree got the same 4.65% vote.

6.18 The price level of products fair

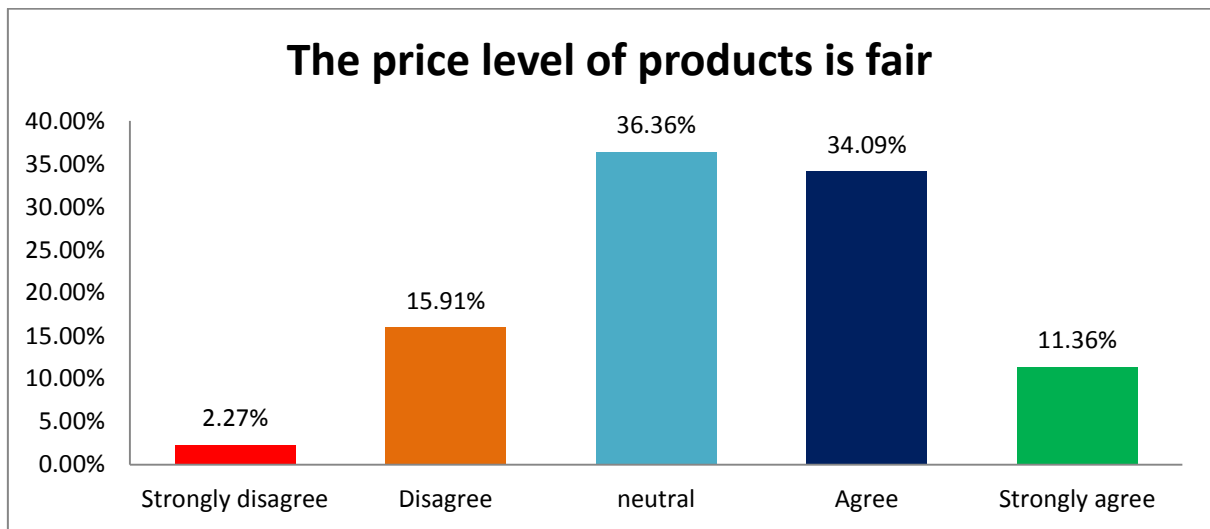


Figure 29: Product price level fairness

Like the previous cases in this matter people also remain Neutral. Neutral got 36.36%. 34.09% people were agree and 11.36% people strongly agree that the price level is fair in Hakaniemen Lihakauppa. IT also got some disagreement. 15.91% people were disagree and 2.27% people are strongly disagree about the statement among the respondents.

However, during the general discussion with Bangladeshi community people some of them complained about price of grocery product comparison with other shops. so company should regularly monitor them.

6.19 The shop Conveniently Located

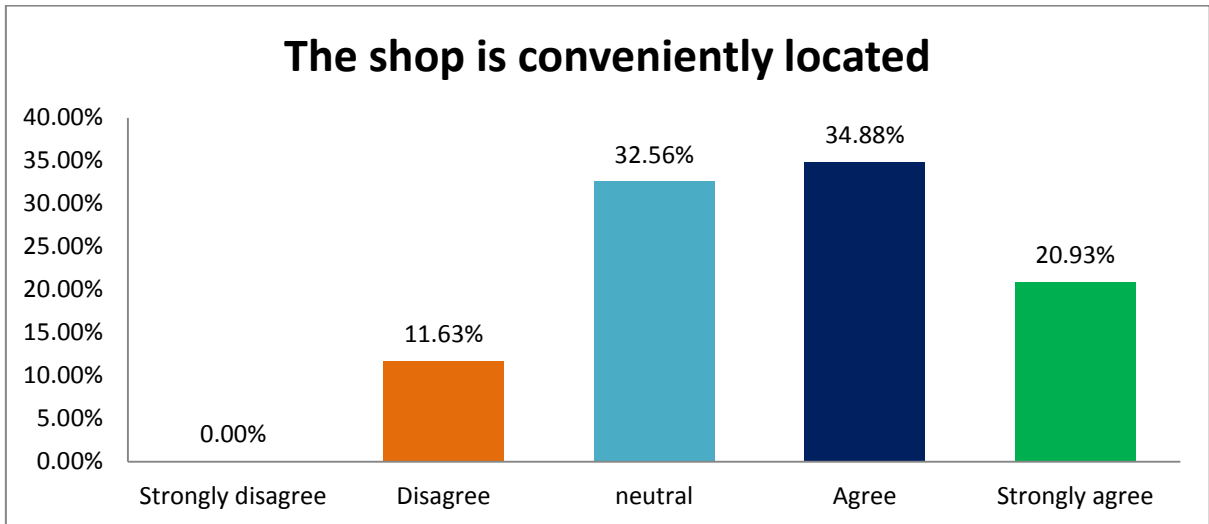


Figure 30: Convenient shop location

In the matter of location about Hakaniemen Lihakauppa, Maximum people's vote went for the agree. 34.88 % people are agree that the shop is a convenient location and 20.93 % people are strongly agree. 32.56% people are neutral. Disagreement also got 11.63% but there was none of strong disagreement of shop location.

6.20 The products selection wildly

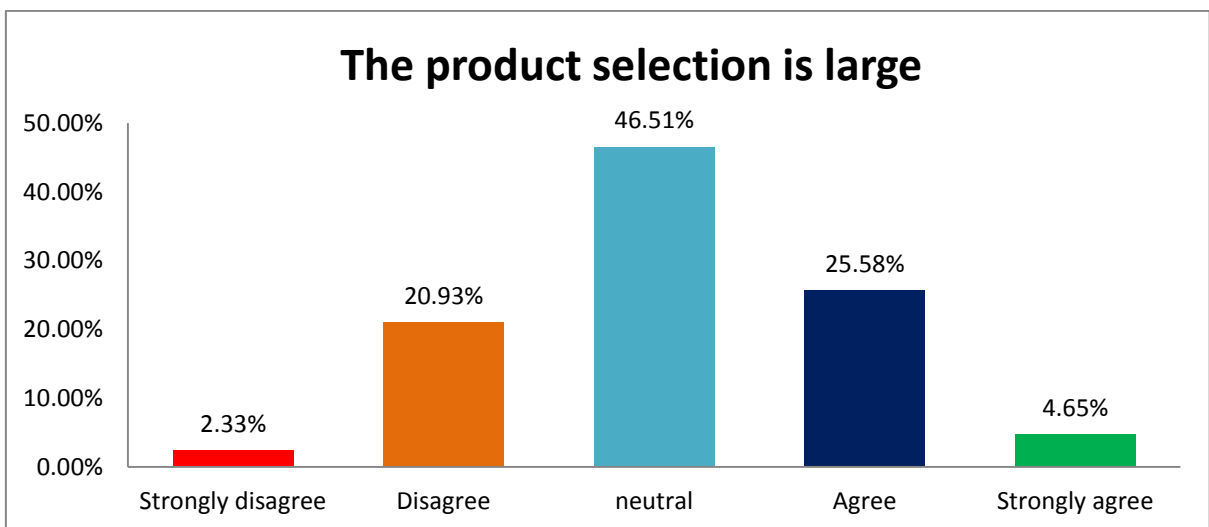


Figure 31: Large product selection

In the product selection issue about half of participants chosen the neutral option too as like previous question. 46.51% people think neutrally products selection. Agree and disagree were also close. 25.58% on the agree side and 20.93 are on disagree side. Strongly agree were 4.65% and strongly disagree is 2.33 %. And mostly it shows the great wildly selection of products.

6.21 The products available

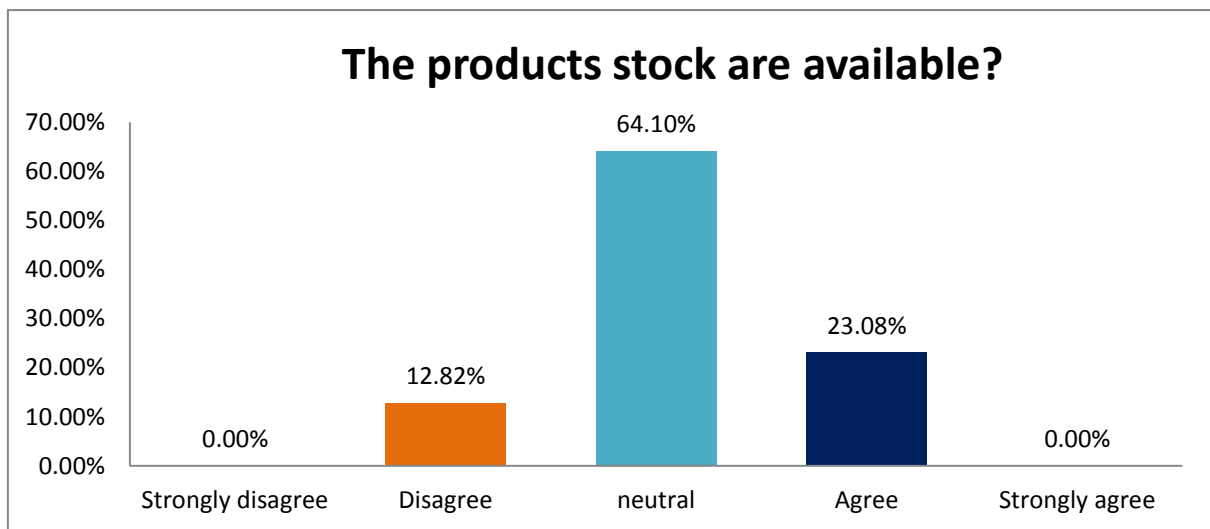


Figure 32: Product stock availability

In the case of stock, Most of the people took neutral Position which was over 64%. About 23% people agree with the statement and also 12.82% people are disagreeing with that. But there was no vote for strongly agree and strongly disagree too.

6.22 The discounted items attractive

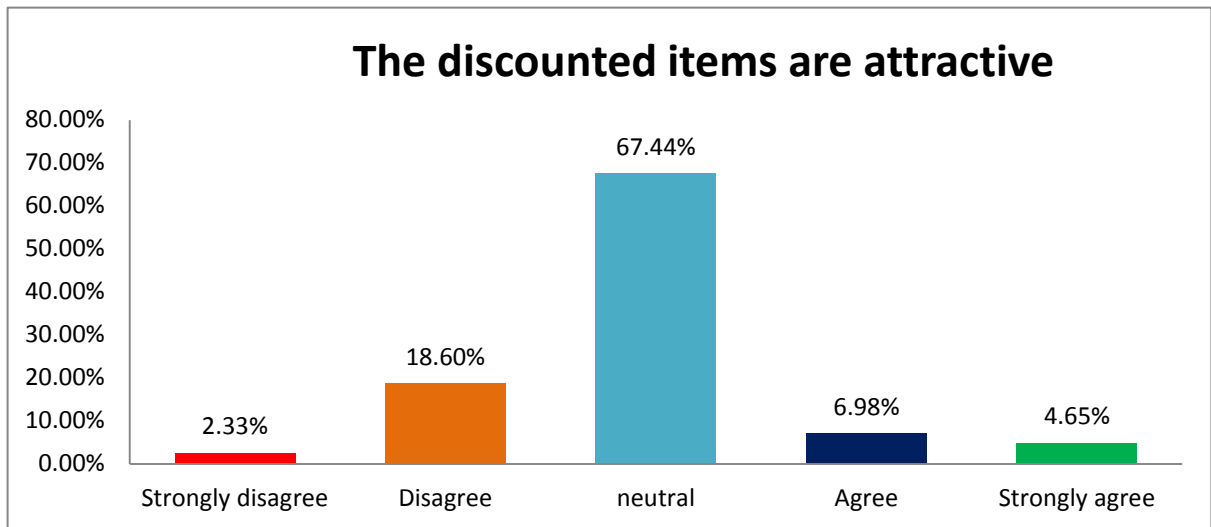


Figure 33: Attractive Discounter Items

Like most other questions, People also remain silent about discounted items; more than two thirds of the people give neutral vote. 6.98% people are agreed and 4.65% people are strongly agreed about that statement. But this time the disagreement is higher than agreement. 18.60% people are disagree and 2.33% are strongly disagree about the discounted items are attractive.

6.23 The phone communication rapid

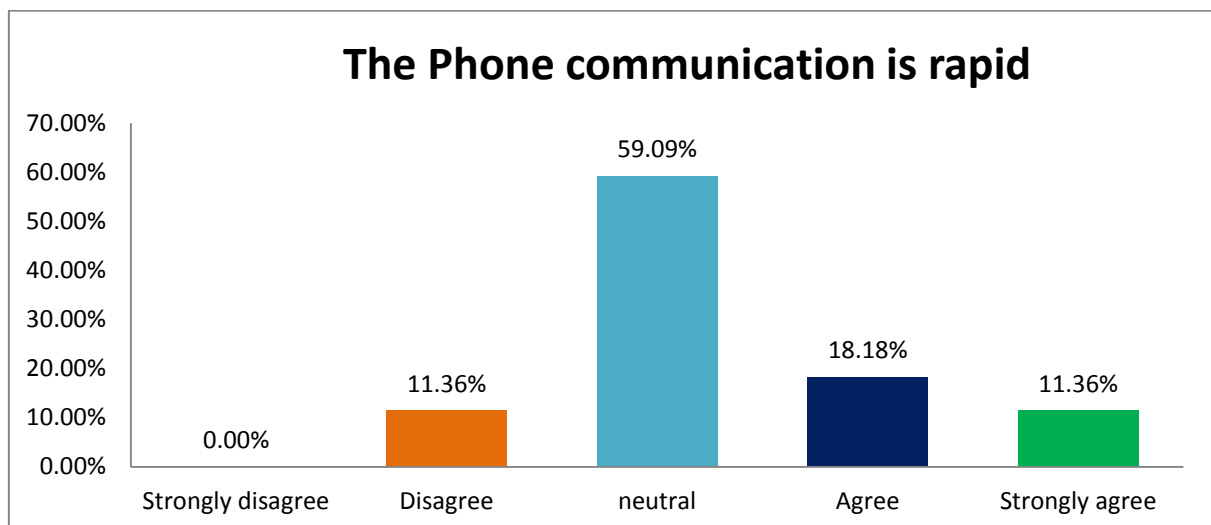


Figure 34: Rapid Phone Communication

Neutral got the most votes here too. About 60% people click on neutral option. 18.18% people were agreed on the statement and 11.36% people are strongly agreed. There is also disagreement about 11.36% people but this time no strongly disagreement or big complain about phone communication. The result absolutely good for company and they should keep it up.

6.24 The Email Response Rapid

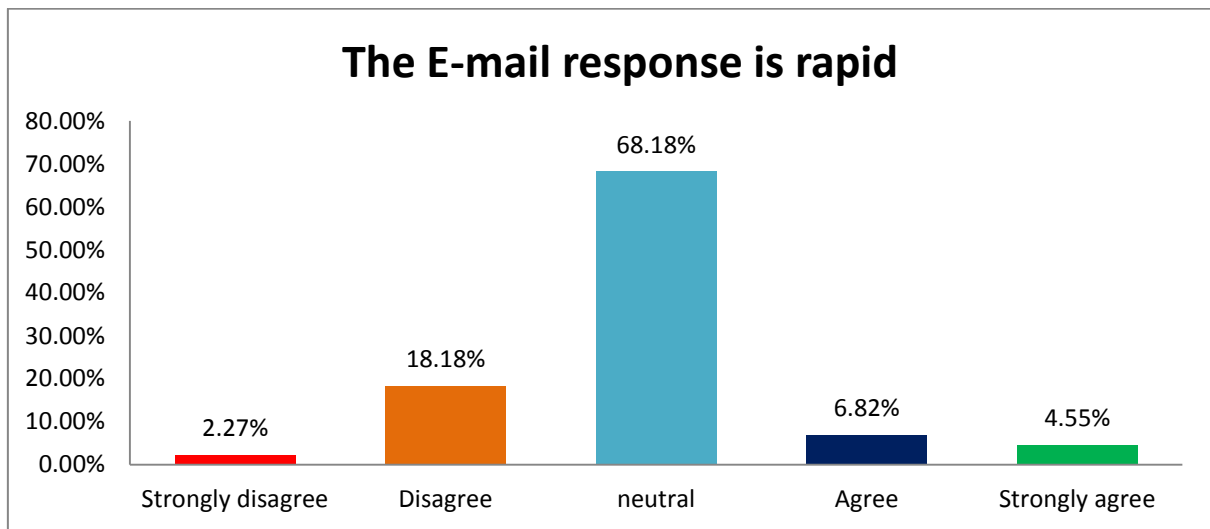


Figure 35: Rapid Email response

It looks like most of the people remain neutral in the most of the survey. Neutral got the most support once again. Nearly 70% of people took neutral position. But Disagree got 2nd highest here 18.18% were disagree and 2.27% are strongly disagreed. Very few were agreed too. 6.82% people are agreed and 4.55% people are strongly agreed about the statement. This communication tools also looks great for company and maintaining it will keep many loyal customers.

6.25 The advertisements informative

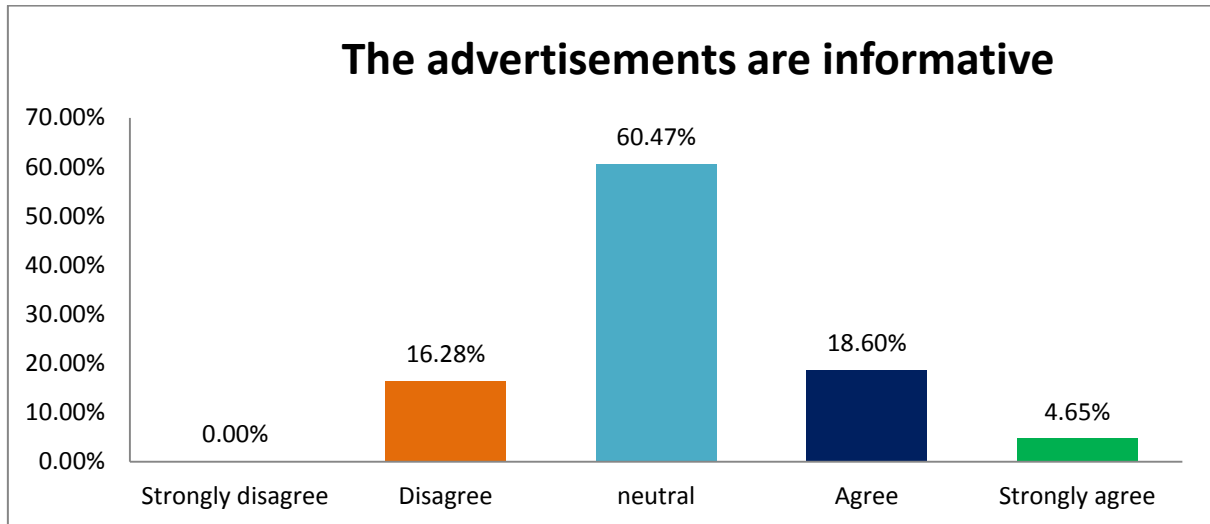


Figure 36: Informative of advertisement

Like other question..... Neutral is the winner here and it got over 60% responded. 18.60% people were agreed and 4.65 % are strongly agreed that the advertisements are informative. Disagree got 16.28% but strongly disagree was blank.

Even though result showed positive indications for company, still company should keep in mind the average (neutral) could be represent both sides (positive as well as negative). So, considering this issue more seriously will be more beneficial for company long run business.

6.26 Have you used any of the following services provided by Hakaniemen Lihakauppa

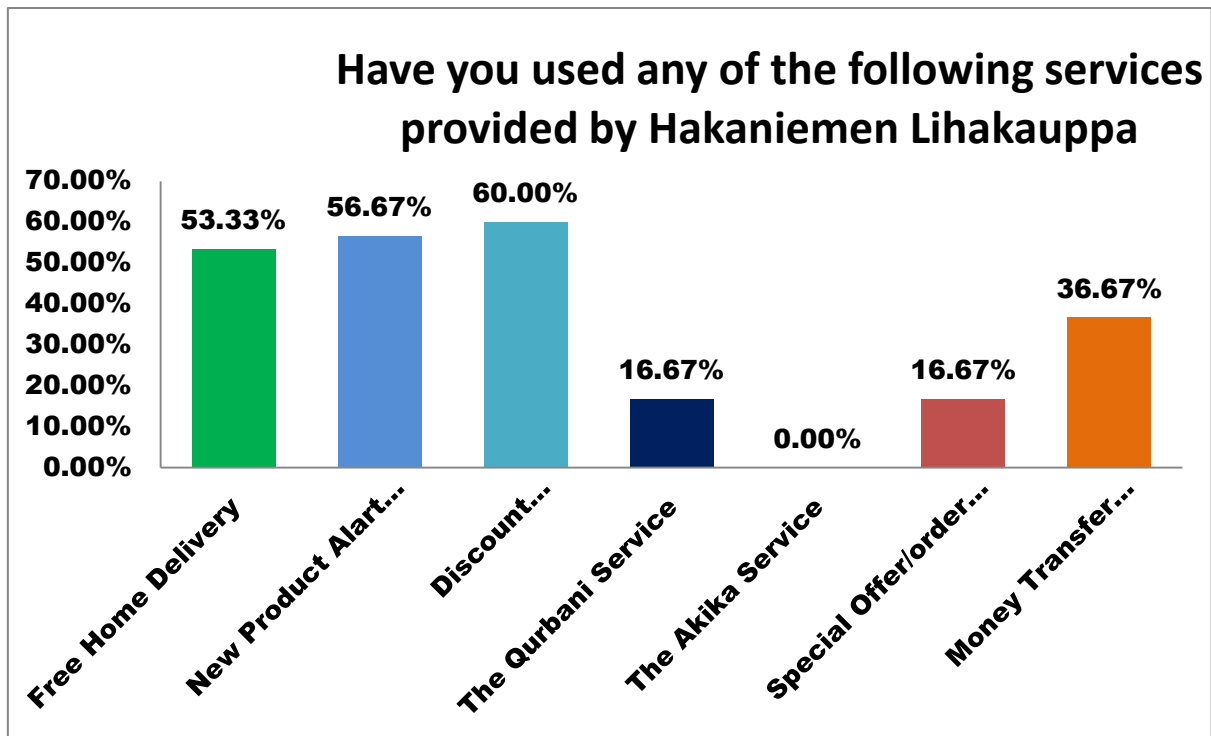


Figure 37: Services of Hakaniemen Lihakauppa

Besides selling halal meats and grocery products Hakaniemen Lihakauppa also provides many other services and the survey shows that many of the customers took those services as well.

From the respondents 53.33% of people were saying that they took “Free home delivery service. 56.67% people took the new product alert service. But the most taken service is discount. 60% people have taken discount. The Qurbani service has taken by 16.67% people. Nobody took the Akika service yet. Special offer/order had been taken by 16.67% and the money transfer system had been taken by 36.67% people.

The researcher found the reason why the company got less Qurbani service and no Akika service from respondents. The Qurbani service provides only once a year and most Bangladeshi people visit their home country to celebrate the occasion with friends and family members.

Mostly same for Akika service, when the family blessed with new family member (baby) then they visit their home country to celebrate the occasion and enjoy those memorable moments with friends and family members. So the services are not taken. The researcher also found, it might be the lack of enough marketing of services. Therefore, company has to find new strategy of marketing to promote those services.

6.27 Would you recommend Hakaniemen Lihakauppa to others

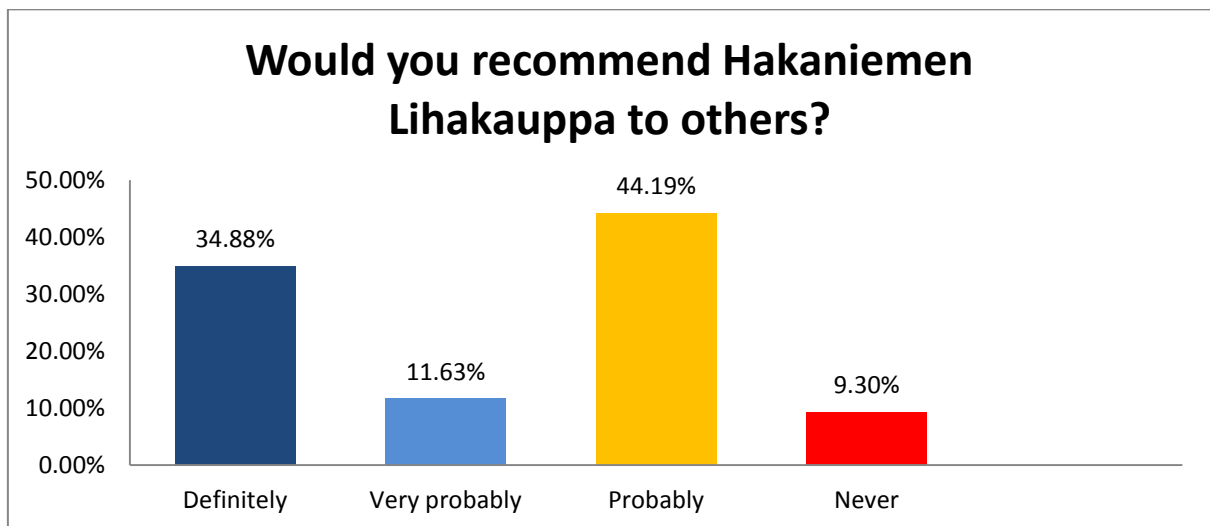


Figure 38: Recommendation to others

In the recommendation matter, 34.88% people said that they will definitely recommend the shop to other people. 11.63% said that they would very probably. Most people took the option probably and its 44.19% and 9.30% said that they will never recommend it to others.

The recommendation result clearly showed the positive picture of Hakanimien Lihakauppa. In the conclusion of this result giving the new hopes for company and its future. If the company able to continue its current service or improve the service for customers, the company could be even bigger, popular and will sustain in the market no matter how many shops are their competitors.

7 DATA ANALYSIS: (PART 2)

QUALITATIVE RESULTS

The Qualitative analysis result was based on data collected from company's chairman and operation in-charge. A formal interview was placed at Hakanimien Lihakauppa after gathering most of survey data from respondents.

The interview questions was prepared as the plane of target of the research, related topics of theoretical study, some parts of empirical study (halal meat) and mainly about company and its business environments and situation. There were many different types of information, during the entire research period they were very helpful and friendly.

The result had divided in five categories to make essayer to understand issues such as.

1. **Customer services and demands**
2. **Company's challenges on business and society**
3. **Halal products for non-Muslim**
4. **Other than Bangladeshi community customers**
5. **Halal meat future in Finland as a business point of view**

7.1 Customer services and demands

The Hakanimien Lihakauppa offer best customers service possible to meet with their motto "**Provide Halal Meat and increase customer's satisfaction**" said company's chairman Mr, Md. Nurul Alam. We care every little thinks about customers request, may be some time we cannot provide best but we try our best. In the role of customers for good service company thinking, customers should be more informed about their feelings. Every customer has his/her own way of getting service. Our staffs taking care of different customers wish and concern, added Mr. Forkan jamil

The company selling quality products and some other facility to make customers happy for example free home delivery. If we get some complain about products or services, then try to explain why it happened, giving discounts even in some case we replace with new products. Yet we tried to make our customers happy.

However, company realized customers service expectation increased more and more. So sometimes difficult to meet with their demand.

7.2 Company's challenges on business and society

As a small retail shop, Hakanimien Lihakauppa has to face few challenges and difficulties. Most of their products are imported from other countries such as United Kingdom, Bangladesh, India, Myanmar, Pakistan, African Nations and so on. Therefore, company has to place the order in different amount and in different areas. Every time they order a large number of products, because transportation cost is very high in Finland also. Some grocery product goes out of stock and others are more on stocks.

Selling halal meat in a non-Islamic country also challenges for company. The farm's owner and slaughtering house have very limited knowledge of Halal, so very limited supplier for halal meat market. The company had so many threats for selling halal meat in the shop as well as online. Though Finland has religious freedom and is an open country for everyone.

7.3 Halal products for non-Muslim

The Hakanimien Lihakauppa is taking one step forward to sell halal meat among non-Muslim customers. So the company doing some special marketing for them, such as advertising on local newspaper (Kallio Lahti), distributing flyer (mainoksia) door to doors etc. as a result the company has many local customers and known to non-muslim customers as well. According to operation in-charge Mr. Forkan Jamil, about 40 % of their customers are non-Muslim and they consume about 20-25% of the company's total meat sells. Besides local non-Muslim a good number of Nepalese also buy products regularly for the personal relation and good service of, Hakanimien Lihakauppa.

The company belief that, the number of non-Muslim customer will grow very rapidly in near future. And the reason is quality products with lower price and good service.

7.4 Other than Bangladeshi community customers

The owners of Hakanimien Lihakauppa belongs to Bangladeshi Community and it is first Halal meat shop for the community. So, maximum customers are from own ethnic group, but company has a large no of other customers too. With the help of local newspaper advertisement a good number of local customers visiting the shop regularly.

There are many African nation customers (both Muslim and non-Muslim) visiting the shop. Some middle-eastern customers are shopping regularly from Hakanimien Lihakauppa. The company believes it achieved this by personal relation, good service and offering quality products with low price.

7.5 Halal meat future in Finland as business points of view

The halal meat industry will grow up day by day. There will be new shops opening in different areas as demand will increase, especially local people will be more interested on halal meat. But the people connected with this business should work hard to make them attraction on it. Hopefully halal meat supplier will increase also. Because Finland is getting more internationally dynamic and new generation are more open minded with foreigners, their cultures beliefs and so no. if we compare the current situation with 10 years earlier it was completely different. The halal meats are scientifically good for human health (as it is complete blood free) and we have to continue provide good service and keep the price as minimum possible. So, more people will turn to our shops and new business opportunities and job will create. Finally, Mr. Jamil request Finnish media to do some news and feather on this industry.

8 FINDINGS OF THE STUDY

The plan of research was to investigate three main questions, which mentioned in chapter in objective of study part. After analyzing the final result, the author tried to explain these questions' answer below:

8.1 What is future for the halal meat industry in Helsinki region (Helsinki, Espoo, Vantaa)

Generally, the Future of the halal meat industry is quite bright in Helsinki region. The market is increasing with good speed. The industry future can be defined by comparing between “before 5 years and current situation”.

Five years ago, there were only 2 halal meat shop in Helsinki region and there were large number of potential customers. Now the number of halal meat shop is more than 10 only in Helsinki region. Obviously the reason of opening new shop is “**High demand and Good profit**”.

One of the major reason of bright future of Halal meat industry is “Muslims are rapidly increasing in Finland”. A large number of foreigners are coming to Finland from different parts of the world, especially from Middle East and other Muslim countries. The below chart shows how rapidly Muslim population growing in Finland and most foreigners are living in Helsinki region.

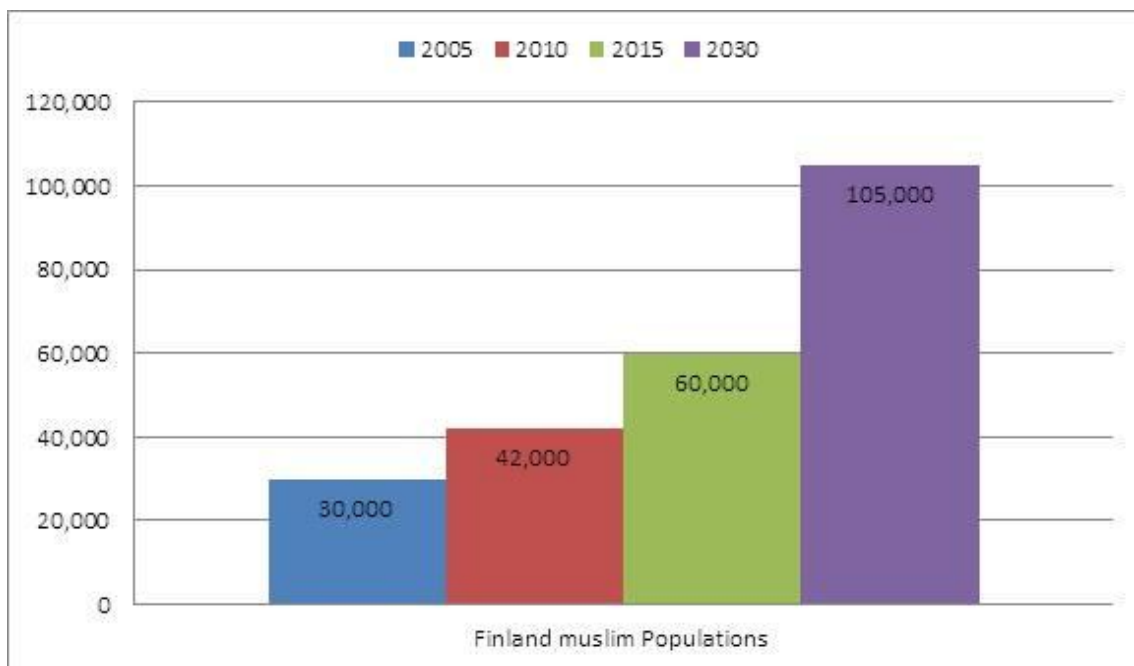


Figure 39: Approximated Muslim Population in Finland

Secondly, Finland is also getting lots of Muslim tourists who like to eat halal food and prefer halal restaurants. Therefore, some restaurants are also buying meat from Halal shop. There is no problem to other religious people to eat halal meat, so restaurants are getting customers from all religion.

Another great reason of good future of halal meat industry is Non-Muslim customers are getting more interested in halal meat.

The local people are buying from fresh halal meat shop mainly because of cheap price (especially beef and lamb), good customer service (as small retail shop take extra care customers interest and chose) and better quality meat. Some people buy halal meat for some scientific issues. Because research proved, Maximum germs of an animal remain in the blood. But in Halal slaughtering way all the blood come out first, and then it is taken to further process. In Non-Halal way, there is more chance to remain blood with meat, which might be harmful for human being. So those people are aware of it, they buy meat.

So the Market/Industry is getting bigger day by day.

8.2 What factors influences the meat buying habit of Bangladeshi community in Helsinki region

The numbers of Bangladeshi people are increasing day by day. 10 years ago, there were only 750 Bangladeshis in Finland. Now the number has reached in 2433. Almost 3 times increased during last 10 years.

Maximum Bangladeshi community people living in Finland are practicing Muslim.

The researcher has found few reasons from the above study, which influences meat buying habit.

The most common and important reason is religious influence. Because Non-Halal meat is prohibited in Islam religion.

The second important influence of buying meat is freshness and product quality. In the question number 10 of the questionnaire were ask the consideration factor of buying meat. More than 70% of respondents answered “**Freshness**”. Most of the people in Finland have good purchasing power, so they more consider the freshness then price.

Another very important influence is customer service. Traditionally, Bangladeshi community people consider service is one of the important factors. Which including staff behavior, delivery service, update with product information, keeping request, reasonable price etc.

One more important factor is freshness. Maximum time the customers can buy non-frozen halal meat. So the meat remains fresh and tastes far better than the frozen one.

Last but not least, having own taste (preparing meat according to customer choice) and variety of products in the same place.

8.3 What is the customers perception regarding the service of Hakaniemen Lihakuppa

To figure the customers perception of Hakaniemen Lihakauppa, the researcher made a comment box at the survey. So, customers give their feedback about Hakaniemen Lihakauppa. From the participants many of them left valuable comments. Apart from them maximum comments were positive with some suggestions. Some of the comments are given below:

“Wish they will spread their business all over Finland”

“Thanks for the fresh mango alerts on Facebook and juicy steaks not to forget to mention the smiley and professional service you always provide.”

“Don’t narrow the business by saying it only Bangladeshi meat shop. Say it only Halal meat shop for all halal meat lovers.

There were also some negative feedback,

“Usually I call them for home delivery. But now a days they are not responding well.”

“Please serve product according to the order list. Also it’s very much appreciable not to take order if you don’t have enough in your stock. The overall service is satisfactory but sometimes lacking/missing products embarrassed us a lot.”

Overall rate for Hakaniemen Lihakauppa 3.5 out of 5.

After evaluated the research, considering respondents comments and discussed with general Bangladeshi community people. The researcher found, there are mixed opinion of perception about Hakaniemen Lihakauppa.

Most of its customers are satisfied with their overall service (as overall score 3.5 out of 5) and products quality. The community people trust on them on the matter of religiously Halal preparation of meat and remote cities delivery system. The fresh vegetables and fruits made them happy to get real home taste with own flavors.

However, some people are not happy for their home delivery system, especially on time delivery. Due to large number and amount of home delivery order with less resources and staff, company was not able to meet some customer's satisfaction. According to customers comments same time they mess up the order as well.

One of the remarkable perceptions among some customers that, some of their grocery products are expensive than other shops. This might make bad mouth marketing with other customers also.

9 CONCLUSION

9.1 Summary

Because of increasing demand of halal meat in Finland, the industry is getting bigger day by day. The size of the Muslim population is also increasing at a good speed so the industry has a bright future too. It has been discussed widely in the thesis about the topics. The halal meat process of slaughtering the animals and birds. The difference between halal and non-halal meat process, the meat quality, freshness and hygiene factors for good health. The study found price, quality customer services also increasing influence local customers to buy halal meat.

The Customer service of Hakaniemen Lihreakauppa was good according to Customer satisfaction measurement; Feedbacks of customers and informal discussion with researcher.

However, perception was mixed as the company had some issues regarding price and delivery system. The suggestions for more effective service and other relevant matters have been widely discussed and the researcher leaves some note for company on the suggestion part.

The research is not 100% perfect and reliable. The customer feedback has been done by an online survey by a survey website [www.surveymonkey.com] . Maximum regular customers of Hakaniemen Lihakauppa have mentioned their support, comments and suggestion through this site and the result was quite satisfactory for and indicating for a growing company Hakaniemen Lihakauppa.

So the final word of conclusion is, the research indicating Halal meat industry will grow very fast and it has a great future in Finland, and hopefully more and more local people will be interested to buy halal meat.

9.2 Research Limitations

The researcher tried best possible way to finish this study. But as like others, no one can be perfectly do everything. From a general point of view, there could have been more in-depth analysis to some of the concept presented such as halal controversial, specific halal slaughtering system in Finland, way of company's advertisements, Communities of practice or Content marketing etc. Because of the short time, they were left discussed in a reserved manner. Also not having a detailed case study could be mentioned here.

For quantitative data, most of the people who participated in the survey were Muslim and Bangladeshi community people. So it is quite unknown about the perception of other races and religions. Furthermore, the survey participants consist of 75, and medium of data collection was by social media Facebook. That did not represent the whole community. Even though, the figure provides the basics information but might pose certain some biases information as well. Because the respondents were unknown and all information might not be correct.

For the qualitative part, the two interviews company were very knowledgeable about company but might not be wanted to give all information or researcher could not ask some related topics. Because of the author's limited knowledge of study.

Other drawback could be relevance of some theories and statistics discussion. Since the literatures related was mixed with academic and religious point, so the researcher might be misunderstood some points. So, few sources and terms might not be clear to the readers.

9.3 Suggestion for Hakaniemen Lihakauppa

We got lot of comments from the customers about Hakaniemen Lihakauppa to improve some parts of their customer services and products. Some suggestions for Hakaniemen Lihakauppa based on research result and customers feedback.

Delivery:

There is lot of problems about delivery. Maximum time the product doesn't reach on time and it is not standard as well. It should be more professional. Sometimes they take order of products which are not available; as a result it takes so much time to deliver. It shouldn't be like that. Company should take the order only if it's in stock.

Website:

The website is not rich enough and it is not updated regularly. The information section of the website is not satisfactory and they don't update their new offers and products. Now a day's people browse online offers more than papers. So it should be rich and always updated for better marketing.

Decoration:

Some of the customers claimed that the shop is not well organized and it is in very narrow space. So the space should be increased according to product stock and quantity so the customers can get space and feel comfortable in the shop.

Price:

Some of the customers also claimed that the price is higher than other shops. So the owner should be aware of it and the price should be affordable with the customers. If customers get it cheap then sometimes they buy a big stock which is also profitable for the owner. The more you sell, the more you earn.

At the bottom line it should be suggested to Hakaniemen Lihakauppa that, company should more active and aware of market situation. They should investigate and compare price with other shop, should maintaining good decoration and hygiene system. Keep on checking and updating webpage and other online sources. Should more communicate and try to observe customers motivation. Should considers customers suggestion/ complain more seriously. And finally, taking care of delivery system more carefully. Otherwise, company's competitors might take advantages on them and if any new (community) shop open, then the Hakaniemen Lihakauppa will on a big challenge on their business.

10 DICTIONARY

Halal

The word “HALAL” is very basic principle in Islam and among the Muslims (who believes in Islam). The Arabic word *Halal* meaning in English is allowed, permitted, lawful etc.

Haram

The word “HARAM” is very basic principle in Islam and among the Muslims (who believes in Islam). The Arabic word **HARAM** meaning prohibited, avoided, banned etc. which is opposite of Halal.

Sunnah

The sunnah is the traditional part of Muslims. It is based on practicing, words and teaching of Prophet Mohammad (SWS)

Islamic Sharia law

The Islamic Sharia law directed base on the Holy Quran (Islamic holy Books) and Sunnah of Muhammad SWS the last prophet of Islam.

Muslims

The group of people who believes in Islam. Islamic Sharia law and follower of Mohammad SWS.

Islam

The Islam is the religious of Muslims. Which was founded by Mohammad SWS on 570AD and based on Islamic Sharia law and teaching of Mohammad SWS.

Akikah

The akikah is one of the compulsory Islamic customs for Muslims. To sacrifices (slaughtering) animals for their new born babies and distribute to the other (poor) people.

Qurbani

The Qurbani is one of the compulsory Islamic customs for Muslims. The Muslims have to sacrifice (slaughtering) animals in the name of Allah (SWT) during the festival of Holy Hajj. The meat is allowed to eat and distribute to the other (poor) people.

Community

The word community refers to a group of people coming from the same region (or country), speaking same language and mostly having same costume and tradition.

Stunning

The stun is the system that makes animals Unconscious before slaughtering and doing further process. The most popular stun done by using captive Bolt Pistol (CBP).

APPENDIX:

Survey questionnaire



Dear respondent,

The objective of this questioner to find out **Customers' Service and Satisfaction in meat selling of Hakaniemen Lihakauppa; your contribution is thus very important.**

This questionnaire is also made for thesis of at **ARCADA University of Applied science.**

Please responds to questions bellow with most suitable answers. Circle the correct alternative.

Thank you for your valuable time and opinions ☺

1. Do you prefer Halal meat? (Draw a circle around the correct alternative)
 - a. No
 - b. Yes

2. If You answered question 1 “No”, Is it because Halal meat is:
 - a. Expensive
 - b. Not available everywhere
 - c. I'm not religious
 - d. All of them

3. If you answered question 1 “Yes”, then do you prefer a Bangladeshi meat shop compared with a normal meat shop?
 - a. Yes
 - b. No

4. Have you heard of **Hakaniemen Lihakauppa**?

- a. Yes
- b. No

5. If question 4 answered “**Yes**”, then where have you heard it from

- a. Advertisement
- b. From friends
- c. From Internet
- d. Other,
please specify_____

6. How often do you visit Hakaniemen Lihakauppa?

- a. Once a month
- b. Twice a month
- c. Every week
- d. Sometimes
- e. Never

7. With whom do you live?

- a. I Live alone
- b. With a friend
- c. Family with ___ members

8. Approximately, what amount of meat do you buy every month for your household?

- a. Less than 5kg
- b. Between 5 to 10 kg
- c. More than10 kg

9. What kind of meat do you buy most?

- a. Beef
- b. Chicken
- c. Lamb/ goat

10. Which of the following most important factor you consider when buying meat?

- a. Price
- b. Freshness
- c. Special discounts
- d. Other, specify_____

11. Indicate to what degree you agree with the following statements

1. Strongly Disagree
- 2 .Disagree
3. Neutral
- 4 Agree
5. Strongly agree

Statement	1	2	3	4	5
11.1 The staff is friendly					
11.2 The staff is knowledgeable					
11.3 The staff is helpful					
11.4 The shop is clean and hygiene					
11.5 The shop is well-organized					
11.6 The products quality is good					
11.7 The products are fresh					
11.8 The price level of products is fair					
11.9 The shop is conveniently located					
11.10 The product selection is large					
11.11 The products stock are?					
11.12 The discounted items are attractive					
11.13 The Phone communication is rapid					
11.14 The E-mail response is rapid					
11.15 The advertisements are informative					

12. Have you used any of the following services provided by **Hakaniemen**

Lihakauppa: (choose as many as needed)

- 1 Free Home delivery (purchase of 50 euro or above)
- 2 New product alert through Facebook/ Phone message
- 3 Discount announcement on Facebook
- 4 The Qurbani service
- 5 The Akika service
- 6 Special offer/order for event/party
- 7 Money transfer service

13. Would you recommend **Hakaniemen Lihakauppa** to others?

- a. Definitely
- b. Very Probably
- c. Probably
- d. Never

14. Would you like to leave a comment/ wish/ suggestion to **Hakaniemen**

Lihakauppa? 😊

Thank You for your contribution.

The interview Questions.

The interviewer: researcher (Mohammad Abul Kalam)

The interviewees: Chairman of Hakanien Lihakauppa Mr. Md Nurul Alam and operation In0charge Mr. Forkan Jamil. The venue was Hakanien Lihakauppa shop and it conducted on 11th November 2015 at 10am.

1. Please tell about your company profile, for example company profile, business establishment, current situation et,
2. Could you please describe about your business, how sell at the beginning was and how did you improved it and so on.
3. Your products are bit exceptional from normal market meat, so how do you arrange your product and what are the sourcing of your products.
4. Apart from local market and chain shops like S-group, K-group Lidl you also have competitor from you own ethnic community and other Muslim communities. So what do you think about your competitors and how you facing the challenges for them.
5. Besides making profits corporate social responsibility is very important for business. Do you do corporate social responsibility, if you do what are them?
6. A customer service is very important for any company for loyal customers and sustainable business. What is the company point of view about Customer services?
7. How much social media effecting on your sells and customers relationship,
8. To reaching to all level of customers is very important for any business. What are the medium of Advertisement Company using beside Facebook.
9. The survey result shows, a good number of customers are complaining about delaying the delivery and some products are expensive from other shops. How would you justify that?
10. In your opinion, what are the limitations to provide good customer service for company?
11. To maintaining the good customer's relationship compline handing is very important. So, how do you handle customers complain/request.

12. In your opinion, what should be customer's role to provide good customer service?
13. Halal is very sensitive issue in the religious point of view. How do you maintain that?
14. Some people do not line halal way of slaughtering, have you ever faced any treats or challenges to sell halal products.
15. What is your perception or forecasting about halal meat industry future in Finland, especially in Helsinki region?
16. How much popular the Halal products to non-Muslim people.
17. Overall, how many percent of non-Bangladeshi or non-Muslim people visit your shop and what is the percentage of sell on your total sell.
18. In your opinion, what is the positives part to do business in this industry.
19. In your opinion, what is the negatives part to do business in this industry.
20. In your opinion, what are the future opportunities to do business in this industry?
21. In your opinion, what are the future challenges to do business in this industry?
22. In the whole interview season, something might be not discovered and missed out about your business. So, please point out if you think something relevant with the topic.

Thank you both of you for your time and valuable information, I really appreciate your contribution on the research. The interview ended at 11.55 am.

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