

Research and Development at MIFF Holding : Paving a Pathway towards International Market Expansion



Cleanliness is highly regarded as a necessity in providing a healthy environment. It leads to nurturing a healthy society as part of a productive civilisation. With health and productivity, the society establishes a capability in contributing to the economic development. In fact, even with various health threats emerging, infections and illnesses can easily be handled and eliminated with a hygienic environment.

MIFF Holding (M) Sdn. Bhd. (MIFF) strongly believes in such conviction and vouch to provide the SAMAK/SERTU (tanning) industrial cleaning services which is also known as Green Islamic Cleaning (GIC). The GIC services are carried out in accordance to the Malaysian Standard MS2400-1:2010 under the general title of Halalan-Toyibban Assurance Pipeline.

MIFF which was established on 29 June 2006 is well known to be a premier bumiputera entity supported by the Department of Islamic Development Malaysia (JAKIM). GIC is known to be very much needed in various industries such as oil and gas, supply chain & logistics, airline, medical field, catering, construction, property and automotive.

The company uses specific cleaning processes that are stated in their Standard of Procedure (SoP) combined with a special clay material known as ClayMIFF. ClayMIFF is vastly known within the industry in eliminating germs and bacteria as well as disinfecting

heavy impurities. This is an essential part in adhering to the 'Syariah' principle of preventing or controlling contamination of impurities in the Halal supply chain.

The GIC solution is an innovative finding that has undergone several lab tests. The results from the lab tests show that ClayMIFF in GIC solution is capable in eliminating powerful bacteria and microbes found in major impurities by up to 99 percent.

These research and development (R&D) initiatives have brought MIFF in expanding its business internationally when countries such as Japan, Indonesia, U.A.E, Egypt, Singapore, Philippines and Thailand have indicated their interest to learn and collaborate with this entity towards the removal of such bacteria permanently. They have shown tremendous interest in this collaboration which is aimed in providing the best solutions to ensure 'Syariah' compliance.

Venturing into the Halal supply chain business

The 'Halal' business market has been extensively expanding over the past decade and is expected to spread even more in the coming years. Seeing this phenomenon, **MIFF Managing Director, Datuk Haji Ab Razak Ab Hadi** realised that opportunities were flourishing in this market and believed this would lead to a profitable venture.

It was expected that entrepreneurs will definitely manufacture products that are 'Syariah' compliant. Cosmetic products, food and beverages are all believed to observe religious concerns and especially comply with the 'Syariah' law. This observance is specially done to cater enormous demands among the Muslim consumers around the



world. In addition, such demands came from all over the world where the 'Halal' market saw a major growth opportunity across the globe including Malaysia.

MIFF was inspired by this fast growing demand and decided to endeavor into the Halal business for future sustainability. "I have always wanted

I chose to provide an Islamic cleaning service which observes 'Halal' recognition rather than producing food products that come with many other competitors. Moreover, this cleaning service promises a huge demand within the 'Halal' industry."

— Datuk Hj Ab Razak

to establish a business and I knew that Halal supply chain business is the best option as fewer competitors exist in the market. This cleaning service is specially designed with quality processes and stands out to be a must-try among entities which intend to obtain Halal certification from the

Department of Islamic Development Malaysia (JAKIM). MIFF's sole aim is to provide industrial cleaning services in accordance to Syariah principles. This company also provides tanning services to a house or car that had previously come in contact with dogs or even kitchens and transport vehicles which were previously occupied for the purpose of cooking or storing non-Halal ingredients. MIFF is the pioneer in receiving such support from JAKIM specifically to carry out tanning services in various industries."

Green Islamic Cleaning (GIC) : The sole brand for tanning services

Datuk Hj Ab Razak has always been visionary in believing that branding plays a significant role in achieving success for his business. He believed that it was not just the company logo that captures people's minds, but an extraordinary branding increases the value of MIFF tanning services. Such thoughts and beliefs motivate employees towards a clearer goal and this indirectly leads to expanding the number of customers.

Therefore, he added that, "The Green Islamic Cleaning (GIC) is the sole brand that builds credibility within MIFF in providing cleaning solutions to the industries. The clay which we develop is known as ClayMIFF and is 100 percent naturally refined. In addition to that, this clay is used as the raw material in our cleaning process. Our company uses specific cleaning processes as per stated in our Standard of Procedure (SoP) and incorporates ClayMIFF in those processes."

This combination of cleaning practices also complies with the requirements of GMP, HACCP and HSE procedures in the oil and gas, supply chain & logistics, food and beverages, commercial shipping and facility management.

The introduction of this brand was seen as a brave stride for MIFF as a whole as it bid to be well known in both local and foreign markets. He further explained that "GIC has paved significant pathways in other countries namely Japan, Indonesia, U.A.E, Egypt, Singapore, Philippines and Thailand. Therefore, we moved forward in patenting the brand to ensure that MIFF will stand as the only legal entity to promote and use GIC for tanning services."

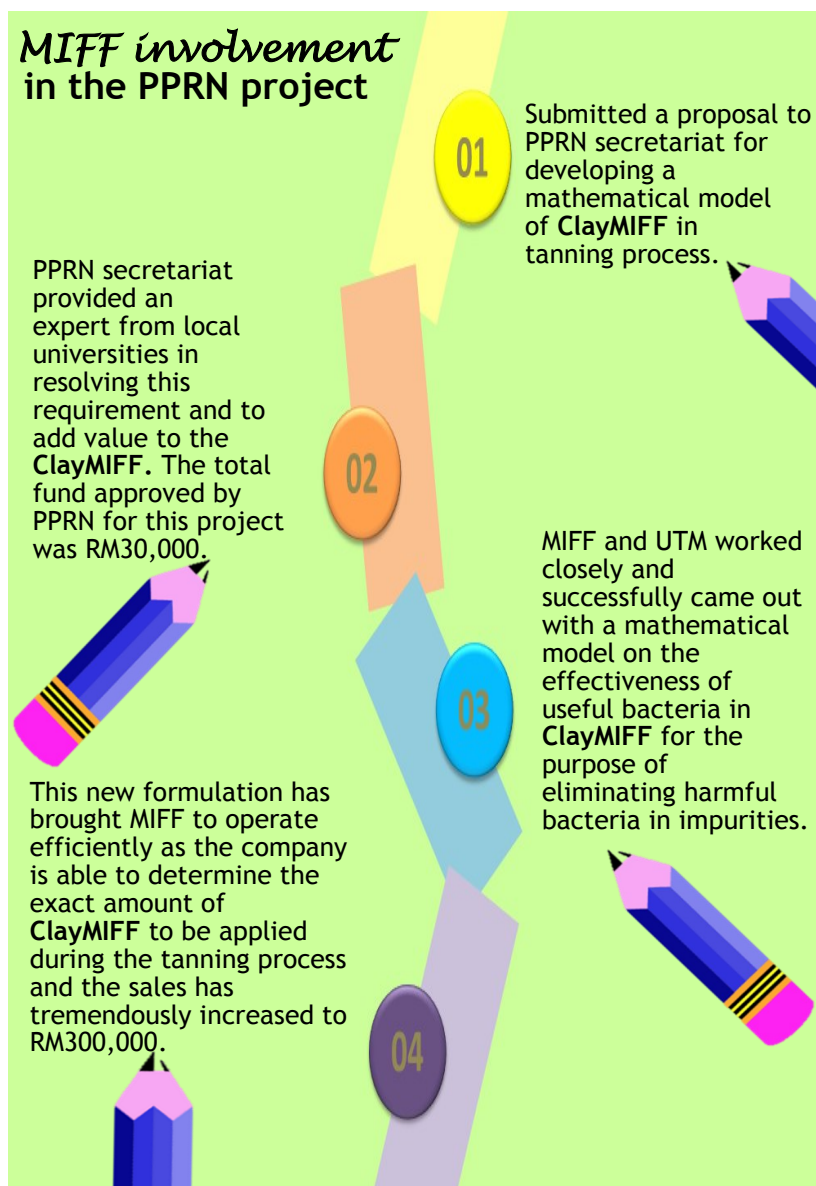
Research and Development initiatives bring positive impact to MIFF

MIFF started to shine in the arena of Halal businesses. GIC solution is an innovative cleaning solution that has scientifically been proven to eliminate powerful bacteria and microbes found in major impurities by up to 99 percent. Datuk Hj Ab Razak further clarified that the research and development (R&D) initiatives were conducted to study the scientific and commercial value of the ClayMIFF.

"This was done because ClayMIFF is used as the main raw material in GIC. The ClayMIFF is scientifically proven to eliminate parasites such as *Enterotoxigenic E.Coli*, *Taenia Solium*, *Salmonella*, *Bordetella* and *Fecal Coliform*. I was invited to share these findings with other local and international corporations. Significantly, it was a remarkable moment when MIFF was selected to join force in venturing into Halal projects with six other well established companies in Japan, Dubai, Jakarta, Cairo, Tanzania and Singapore."

R&D initiative is deemed as an essential aspect in any organisation and hence, Datuk Hj Ab Razak went on saying that, this R&D initiative was funded by Ministry of Higher Education Malaysia (MoHE) through the Public-Private Research Network (PPRN) project.

PPRN Project serves as an alternative for the SME companies which intend to improve or add value to their existing product or services in meeting the needs of the market. The idea behind the PPRN project was to ensure that the research carried out by universities



and research institutions remain relevant and meet the needs of industry and society. In 2016, PPRN had successfully matched a total of 315 projects required by the industries with the solutions provided by experts from local universities.

Datuk Hj Ab Razak knew that this fund has to be made profitable and hence he decided to utilise this incentive to develop a mathematical model on the effectiveness of useful bacteria in clay for the purpose of eliminating harmful bacteria in impurities.

“The project took nine months to complete. I had been working closely with University of Technology Malaysia (UTM) and the findings that we obtained had a fruitful outcome. The findings had actually assisted MIFF to determine the exact amount of ClayMIFF that needs to be applied within a certain designated area. Thus, with this new formulation, we have been operating efficiently through a reduction in our operation cost. Not only that, our sales has increased to RM300,000 and with that outcome, we portray a good reputation based on the scientific finding of our GIC solution” he proclaimed.

Business expansion at MIFF

Till to date, MIFF franchises the GIC solution to more than 200 agents and this serves as another alternative in business expansion. Datuk Hj Ab Razak said “We trained them on GIC using our Standard of Procedure (SoP). They are bound to adhere to this SoP as well as our Terms of References (ToR).”

Additionally, they are also required to use our ClayMIFF as the main raw material which is supplied by MIFF. The sales tremendously increased and not only that, MIFF has also created new jobs for the country’s betterment. In fact, most of our agents are fresh graduates and housewives.”

ClayMIFF has been abundantly in demand, and hence the company has also began to produce a range of personal cleaning products where ClayMIFF is used as the base ingredient. These personal cleaning products known as Bioclay, come in the form of soap bars, powders, bottles and liquid dispensers for household uses.

In addition to this, Datuk Hj Ab Razak takes goes an extra mile by establishing a war room for the purpose of promoting these new products. “MIFF has hired a few IT graduates and stationed them in our war room. They are responsible to raise the demand of the products by using social media. I believe that all these initiatives and efforts especially the R&D initiative will keep us strong and allow us to grow into a successful and well established corporation in the future.”

Benefits of PPRN PROJECT



Enables the creation of knowledge friendly ecosystem in Malaysia through applied research.

Ensures that the research and innovation carried out by Higher Learning Institutions and Research Institutions remain relevant and meet the needs of industry and society.

Assures cost effective project implementation by optimising the resources in Higher Learning Institutions and Research Institutions and stimulating investment from industries.

Helps to increase productivity and technological industry, thus enabling them to move up the value chain.

Assists in achieving the national goal of a sustainable development and a more equitable society.

