

ABSTRACT

This study aims to design business process improvements for PT XYZ's warehouse by implementing halal traceability and to analyze the feasibility of expanding the halal logistics warehouse business using the Halal Logistics Performance Index (HLPI) approach. The core issue identified is the low level of compliance with halal principles, recorded at only 17%, far below the minimum standard of 90%. To address this, the Halal Control Point (HCP) method based on the Malaysian Standards MS 2400:2019 Part II is applied to map critical contamination points and assess risks through the Halal Risk Matrix.

The proposed improvements include physical segregation of halal and nonhalal goods, accurate labeling, strengthened SOPs, employee training, and an integrated control and documentation system. Business process improvements are carried out using the Business Process Improvement (BPI) framework and evaluated for feasibility to support the planned expansion by analyzing NPV, IRR, and Payback Period from both financial and nonfinancial aspects.

The results indicate that implementing halal traceability-based improvements significantly enhances the warehouse's halal performance and supports the sustainability and feasibility of expanding the halal logistics warehouse business. This research provides practical insights for developing halal logistics systems at the operational warehouse level to reach broader markets.

Keywords — halal traceability, Halal Logistics Performance Index, Halal Control Point, business expansion feasibility, business process improvement, halal logistics warehouse.