



Jumaiyah Mahathir: Advocating halal, The muslim community, Rizq & sustenance | #019



**'A great leader is one who takes care of themselves first only then, they are in a better position to take care of others.'**

- Jumaiyah Mahathir

The entrepreneur, coach and trainer, Jumaiyah, is the co-founder of HalalFoodHunt, an online platform that empowers halal merchants and customers to connect. She has built a strong community of almost 50 thousands followers online where she continuously engage and educate them with information concerning halal food. In 2018, she's been identified as one of Cleo magazine's change makers.

Jumaiyah used her experience working for a halal certification company to build a community of halal conscious individuals and food lovers. Aside from all of the mouth watering pictures and the in trend news of food, her willpower to advocate halal is the key purpose behind her brand which not many people know about. Jumaiyah vision for the halal food industry and creating awareness to the Muslim community on halal has seen her speaking at international forums in the back end of all the hype.

In this episode, we talked more about her journey building HalalFoodHunt, halal food industry, the Muslim community and lots more.

Please enjoy!

**Show Notes**

- Coping with the Circuit Breaker [1:38]
- Days before HalalFoodHunt [6:04]
- Her experience being in a halal certification operations [10:33]
- Advocating halal [17:16]
- Developing the skills & knowledge in a halal industry [20:28]
- Halal certification fraud [25:15]
- The idea of HalalFoodHunt [28:20]
- Spreading rumours of non-halal products [30:13]
- Bubble tea saga [35:46]
- Starting a muslim owned verification [38:03]
- Why the rise of Muslim Owned establishment [43:23]
- Why is it hard to get Halal certified [46:31]
- Are other countries strict in terms of Halal? [52:32]

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- Why the lack of awareness of halal in the community [57:11]
- Projects and plans she's focusing on [59:32]
- Whats lacking in the muslim community? [1:01:06]
- The inspiring story of Mizi Wahid [1:09:40]
- The good example of Ebit Lew [1:15:04]
- Do content that is beneficial to your children [1:17:24]
- Her best business lesson [1:18:45]
- Why is business an occupation that is highly encourage [1:22:08]
- There will always be enough Rizq going around [1:23:47]
- About her consultancy service [1:27:40]
- Tips on building a community [1:29:38]
- Successful person that comes to mind [1:34:54]
- The feeling of success [1:38:03]
- What makes a great leader [1:40:12]
- Last parting words of wisdom [1:41:33]

#### People Mentioned

- Adam Shah
- Mizi Wahid
- Ebit Lew
- Khadija bint Khuwaylid R.A

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