Negotiation usually takes place whenever a conflict arises between two individuals or groups over differences of interests. Differing needs and socioeconomic backgrounds may occur when unresolved issues arise, pertaining to the changes of Trade Description Act 1972 to Trade Description Act 2011 Malaysia creating interests among affected Halal industries, government agencies and consumers alike. In order to fill up the gap over interests that are naturally diversified, it raises a question if the interests could be negotiated in order to call for cooperation. This paper therefore focuses on the concept of negotiating interests via "Halal Jobs" or HaJob programme using the Islamic approach. The programme has been introduced to the Muslims who live in Sarawak, Malaysia. It is hoped that this programme will become a platform that create job opportunities to enable constructive development particularly, in the economic growth among the local Muslim communities. This study finds that in order to negotiate their interest, certain challenges that require potential solutions for the HaJob programme needs to be addressed. © IDOSI Publications, 2012.