

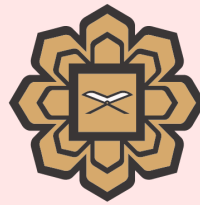
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Garden of Knowledge and Virtue

eTIJARI

INSPIRING MILLENNIAL ENTREPRENEURS

Remedying Deficit in *Adab* in Business by Nurturing
Value-based e-Entrepreneurs

BY:

PROFESSOR EMERITUS TAN SRI DATO' DZULKIFLI ABDUL RAZAK

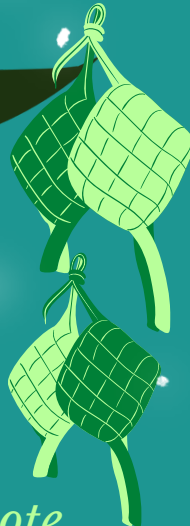


Congratulations on this timely effort by the Kulliyah! Many issues could find their way to this platform opening up more windows to be relevant and at the same time, introduce new concepts and ideas to take business to its higher purpose, namely creating a more just and equitable world. However, of late, the loss of *adab* in business is of growing concern that is yet to be fully addressed. This is made worst with the introduction of e-business or e-commerce. If *adab* cannot be fully restored in a face-to-face or in-person environment, it is most unlikely that the e-version can do any better. *Adab* by nature demands a live cultural experience to be "caught" rather than taught. It is about learning by doing, learning to become. This also means that it is value-based; the earlier one is immersed in it, the better is the outcome. Unfortunately, this is not the case for many business courses at higher institutes of learning worldwide, including those in Muslim countries. Converting such courses into online programmes will see further deterioration of *adab* in business. The current business model and worldview already suffer from this deficit in varying range depending on the context. Coronavirus pandemic is one of the contexts that is now forcing us to rethink the relevance of *adab* that has been largely marginalised as business disrupts the value-based model that once served the core root of business transactions.

One version has it as follows. Business will not assume until those involved have had their "first" customer. So if one merchant or vendor is approached by more than one customer, they are advised to patronise other merchants or vendors available elsewhere. This *adab* is put to practise in order to ensure that it creates a level playing field before transactions "morally" kick-off. If this is the case, then it is interesting to see how it could be re-integrated as part of recovering the loss of *adab*. If not, however, it is equally interesting to see how such *adab* could be introduced to make businesses more morally responsible, especially as a new norm in post-pandemic future that has wrecked businesses the world over. With that hope, I look forward to the e-bulletin fostering a new and futuristic thinking in tandem with IIUM's effort to humanise education; hence, implicitly humanising businesses too for the sake of *rahmatan lil alamin*.

Wishing you the very best and good luck!

eTIJARI
Editorial
Board
wishes all
readers
Ramadhan
Kareem and
'Eid
Mubarak

 Business Quote

Unethical behavior
significantly increases
the cost of doing
business.

-FRANK SONNENBERG-

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ARTICLE OF THE DAY

CONNECTING ENTREPRENEURSHIP AND ACTIVISM

BY AMIRAH YASMIN BINTI MOHD AZMIR (IRKHSSS)

Entrepreneurship and activism share a cumulative interest in their visions and end goals, but little discussion has been made regarding these two activities. Apart from viewing both as common practices among students, these practices share a similar path to potential success.

Before being able to elevate a business or project, one must firstly identify its target market. This is to familiarize the needs and interests of the group to ensure that the output (products, services, initiatives, etc.) attracts the receiving party. Factors to be considered when identifying a target market or group include - but is not limited to - age, gender, household income and common interests. For example, if a student entrepreneur identifies his or her target group as male and female students in their early 20s, initiatives promoted by this individual must be built around the target group's interests such as upskilling workshops to enhance fresh graduates' employability. Without the attention paid towards the target market, one may be overwhelmed by the many different groups existing within a community.

Apart from that, target market has always been the norm in entrepreneurship. We often observe different range of hijab prices when all of them serve the same purpose, which is to cover one's head. However, the structure and pricing of the business depends on the target group which the entrepreneurs intend to sell to. It is crystal clear and obvious that a luxurious hijab brand and *pasar malam* (night market) hijab are targeted to individuals of different income range. Without proper target marketing, the entrepreneurs will not be able to craft the best promotion strategy for their products.

It should be common acceptance that one entity could not satisfy the needs of all levels in a society. This applies both to entrepreneurship and activism. Even the most successful brand could not get everyone to enjoy its goods and services simply because contradicting behaviour from an individual to another is merely common human nature. Therefore, instead of helplessly trying to please everyone, a target group is the way to go to ensure that the focused idea gains promising results.

Besides identifying a target group, entrepreneurship and activism both share a common goal in solving someone's problem. The ability to ease someone's problem adds value to the product or initiative. For example, the Islamic Revealed Knowledge and Human Sciences Students' Society (IRKHSSS) recently conducted a successful initiative in assisting returning students' transportation from bus terminals to the campus. As a result, this initiative received plausible support and responses from students since the initiative solved their problem in returning to the university.

From an entrepreneur's perspective, on the other hand, the *halal* food industry solves the problem faced by Muslims in Muslim minority areas to gain access to *halal* meat. Whether the business is to supply *halal* meat to a Muslim populated area or a simple service to deliver *halal* meat to a remote area, this act or initiative is solving the target market's (Muslim society) problem. This carves a path to a successful business since loyal patronage is guaranteed. Taking all into consideration, entrepreneurship and activism is an art of branding. To ensure that the hard work is appreciated and remembered, one must practise the common strategies that connect entrepreneurship and activism to yield success projected by the visions of both entities.





Byfarla was established circa 2016 as an online shop that sells affordable satin shawls. It all started by solving one problem: I was looking for the right satin shawl at a reasonable price. Then I decided to share this product with everyone else by opening orders. It hit numbers! But then, the operation remained idle for a period of time as I was having a hard time juggling the business while focusing on my study. Despite having a diploma in Business Management at that time, I was still figuring out the missing pieces that could boost my business which had only started during my final semester last year when I audited a course – Economy and Society. I used all the knowledge, tips and tricks that were taught and things started to fall into place. Selling clothing, especially scarves and hijabs, is definitely challenging due to its immense competition. You have to prove your brand is different, what sort of value your brand brings and why people need to purchase your product. So, I mustered up my courage and took the risk in restocking goods worth thousands of ringgit, improving on copy-writing and selecting the right marketing strategy. Surprisingly the demands were overwhelming. Despite constraints such as the MCO which cut my goods' supply and production, I was able to overcome the issues and *Alhamdulillah* hit target sales of almost 20k at the end of the semester. It was then that I realized the potential of this business, that it can go far as demands kept coming in. So, I started to run this business on a full time basis. Now after a year of the establishment of Byfarla, *Alhamdulillah* I'm able to earn a monthly income, own a mini studio as my warehouse, hire a few staff and love what I do! Passion is what matters the most, if you don't love what you're doing, it's hard to give 200% in everything you do. Last but not least, if I were to share a few tips in starting and running an online business, it is to be consistent in creating content, be disciplined and don't be afraid to take risks. If I can do it, so can you!



Farah Nabilah

@byfarla



KENT. eTIJARI Success Story



BIZ TIPS

RULES OF THE HASHTAG

Why use Hashtag (#) ?

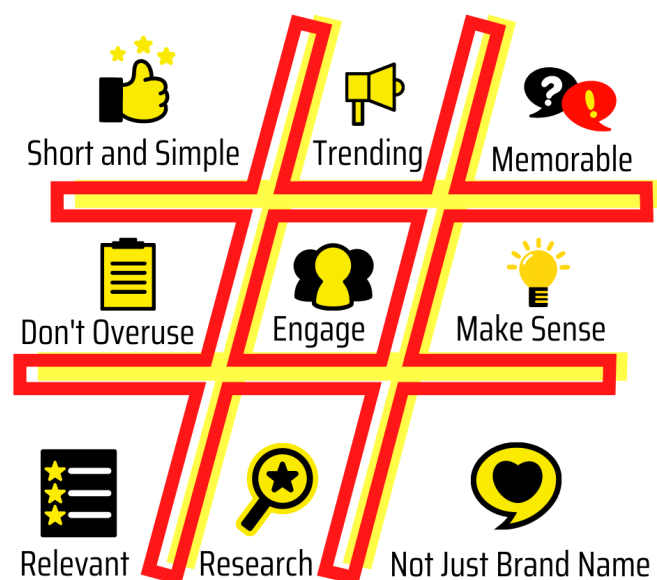
(#) make your Instagram content discoverable by searching through particular tag.

Neglecting Instagram (#) means your potential followers will find it hard to discover your post.

Tips:

- Make sure your (#) are relevant to your brand and posting.
- Use trending (#).
- Study your competitors via (#).

Rules of the Hashtag



Upcoming Events

CALLING FOR PARTICIPANTS!

IKSPRENEUR 2020

Learn from MicroEntrepreneurs in managing IKS Business and how the students' taught knowledge could also benefit them.

Be with us at Tg Piai, Pontian, Johore. This place is an important nature site in Johor for National Ecotourism and it is located in mainland Asia's southernmost tip.

The Programme is sponsored by The Ministry of Higher of Education entitles students to STAR points.

VIP Presence during the closing ceremony includes The Minister of Higher Education, IUM Rector, Deputy Rector SDCE, and the Dean of KLM.

7-8 MAY 2021

ONLINE BMC

21-23 MAY 2021

PROGRAM ACTIVITIES AT TG PIAI

3 Days 2 nights at Homestay in Tg. Piai

Hurry, please don't lose this opportunity. Any inquiries please whatsapp : 0192334454 (Dr. Olin)

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LIMITED TO 30 SEATS ONLY!

• 16 GOMBAK
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KIRKHS Students' Activities

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PROMOTE YOUR BUSINESS NOW! ONLY!!!

IUM HOTDEALZ

WHAT ARE YOU WAITING FOR?



SCAN HERE TO REGISTER

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PEDOMAN & PENGAJARAN DARI KISAH -KISAH HAIWAN

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24 CERITA, MENGANDUNGI LEBIH DARI 50 JENIS HAIWAN

SARAT DENGAN PENGAJARAN DAN TELADAN UNTUK SEMUA INSAN.

MENGEKALKAN KARAKTER HAIWAN DALAM AL-QURAN DAN HADIS

SESUAI UNTUK BAHASA ARAB TAHAP PERTENGAHAN

BUKU DIDATANGKAN DENGAN WARNA YANG MENARIK



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