

**UNIVERSITI TEKNOLOGI MARA**

**A STUDY ON THE AWARENESS AND THE  
ACCEPTANCE OF ISLAMIC PAWNSHOPS**

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**Thesis submitted in fulfillment of the requirements  
for the degree of  
Executive Master of Business Administration**

**Faculty of Business Administration**

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DECLARATION OF ORIGINAL WORK



**EXECUTIVE MASTER OF BUSINESS ADMINISTRATION (EMBA)  
FACULTY OF BUSINESS ADMINISTRATION  
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**“DECLARATION OF ORIGINAL WORK”**

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Hereby, declare that,

- This work has not previously been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this master or any other masters
- This project paper is that result of my independent work and investigation, except where otherwise stated
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

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## LETTER OF TRANSMITTAL

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Dear Madam,

### **SUBMISSION OF PROJECT PAPER (MBA 795)**


The above matter is referred.


Enclosed herewith is our final project paper titled **“A study on the awareness and the acceptance of Islamic pawnshops”** for your kind perusal.


We hope this project paper will fulfill the requirement of the Faculty of Business Management, MARA University of Technology.

Thank you.

Yours Sincerely,

  
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## ABSTRACT

In this research, we believed the product called Ar-Rahnu able to be marketed in every country and based on our preliminary observation the demand of the pawnshop service cannot be denied. Bank Pertanian Malaysia, one of the services offered in pawn-broking is known as Ar-Rahnu scheme or Islamic pawnshop is special scheme created and existed in Islamic law in order to help customers to get cash immediately by putting valuable materials such as gold as collateral. The significant of the research is to expose readers and the future researchers the feasibility of Islamic pawnshop and e-commerce implementation. Muslim and Non-Muslim will get the advantage of pawn-broking and will appreciate the system and grab the opportunities that exist. Conventional pawnshop had been existed in our country long time ago and still many people are using this system. Problems that we are concerned about are the customer's perception on the pawnshop services; weakness in the Bank Pertanian Islamic pawnshop promotion; the different between conventional and Islamic pawnshop concept; customer's opinion on the usage of SMS or e-commerce as marketing tools; and occasionally when customers do really need pawnshop services. To open the mindset of the users that using the conventional method, we try to get close and understand the perception and behavior of customers when using pawn-broking. By doing this project, we hope that more Islamic pawnshop will be established in the market. Recently only few local banks are doing this service and through this research we hope those problems indicated earlier can be