

**THE EFFECTIVENESS OF THE PROMOTIONAL  
TOOLS USED BY PUSAT ZAKAT NEGERI  
SEMBILAN IN ENHANCING CUSTOMER  
AWARENESS**

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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 degree or any other degrees.
- This project-paper is the 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.

Signature:

Date: 6/11/2007

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## CHAPTER 1

### INTRODUCTION

#### 1.1 History

Zakat is one of the foundations in Islam. If the foundation is weak, it will lead to other aspect of our lives. Today, how many Muslim in the world honestly, sincerely, and properly pay zakat to purify their wealth and help to their Muslim brethren. Since we are very weak in that foundation is it will give impact to:

- many Muslim are starving and in need today
- Muslim waste wealth on luxury
- much Muslim wealth is spent on forbidden item
- little Muslim wealth is spent on jihad and sacrificing or the sake of Allah S.W.T

The messenger of Allah S.W.T (peace is upon him) was ordered to fight the people until they made the syahada, established prayer and paid zakat. Therefore, Pusat Zakat Negeri Sembilan want to make sure that Muslim pay the zakat and fulfill all of the others pillar of Islam correctly and sincerely for Allah S.W.T sake so that our religion will be strong and Allah S.W.T will be pleased with us.

In order to increase zakat collection, promotional effort is important and to be stressed in order to achieve the amount of zakat collection targeted. This is challenges found by PZNS to maintain the zakat collection that has been set every year.