



**AR-RAHNU– AN ALTERNATIVE TO CONVENTIONAL  
PAWNSHOP, CHALLENGES AND PROSPECT IN THE  
FUTURE**

**NURLIYANA BINTI AHMAD GHAZALI  
2008750053**

**BACHELOR OF BUSINESS ADMINISTRATION (HONS)  
FINANCE  
FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
KAMPUS BANDARAYA MELAKA**

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(HONS) FINANCE  
FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
KAMPUS BANDARAYA MELAKA**

**“DECLARATION OF ORIGINAL WORK”**

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- 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: \_\_\_\_\_

3 May 2011

The Head Of Program  
Bachelor of Business Administration (Hons) Finance  
Faculty of Business Management  
Universiti Teknologi Mara  
Kampus Bandaraya Melaka  
110 Off Jalan Hang Tuah  
75300 Melaka

Dear Sir,

**SUBMISSION OF PROJECT PAPER**

Attached is the project paper titled “AR-RAHNU: AN ALTERNATIVE TO CONVENTIONAL PAWNSHOP, CHALLENGES AND PROSPECT IN THE FUTURE” to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you

Yours sincerely,

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NURLIYANA BINTI AHMAD GHAZALI  
2008750053  
Bachelor of Business Administration (Hons) Finance

## **ABSTRACT**

This research is designed because believed that product called Ar-Rahnu able to be marketed in every country if certain actions can be taken. The demand of the Ar-Rahnu is highly demanded because they believed on the service and know the advantage of the product. The significant of the research is to expose readers and the future researchers that pawnshop is not second class business. Those who know the advantage of Islamic pawnshop will appreciate the system and grab the opportunities that exist in the system. Although pawnshop is a traditional business, new approach can be implemented. With the right marketing approach we believed that Islamic pawnshop can be one the best fund providers. This paper explores the challenges and prospect of Ar-rahnu besides investigate the factors that influence customers to choose Ar-Rahnu in Malaysia. Besides that this paper also study the challenges faces by Ar-Rahnu which is to know why there are still have people go to conventional pawnshop and the prospect in the future.

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