



**A STUDY ON FACTOR OF THE BUSINESS SUCCESS
AMONG ENTREPRENEURIAL ASNAF**

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ABSTRACT

As we all know, in Islam, there are five pillars and one of them is Zakat. As a Muslims, we are requiring to pay zakat to the person in need. Zakat is been distribute the specific group called Asnaf. Asnaf can be divided by 8 (eight) categories and each category have their own characteristics. This research has been conduct to investigate and evaluate the variable that indicates to business success of entrepreneurial Asnaf. A lot of variable came up upon this research takes place, but to know which variable is the most important, the response from the nominees or recipients of zakat have to be conducted. Five factors had been determined; finance knowledge, training, entrepreneur orientation, product or services innovation and marketing strategy were the major factor that affecting business success among entrepreneur Asnaf. The data set was collected through self-administered questionnaire, and use stratifies sampling method. A total of 50 samples were collected from entrepreneurs Asnaf around Selangor. The collected data were analysed and interpret using reliability analysis, descriptive analysis, Pearson correlation, regression analysis. The information from this research is valuable to all zakat institutions in Malaysia, so that the institution can barely know what exactly important to this Asnaf apart from capital.

CHAPTER ONE

INTRODUCTION

1.1 BACKGROUND OF THE STUDY

In this era of rapid development, the balance of advancement between physical and spiritual are need to be given concern equally. One of the aspect that need to be taken care in conducting the development are poverty and an equal income distribution in the society. Half of the people in Earth been starving; and half of it, there are people that try to lose weight. Poverty and unequal income distribution are prone to be main issues of development in many countries.

Islam as a perfect religion revealed by Allah SWT to the universe is very accentuates the prosperity of human, either in the world of hereafter. Islam have providing the most effective guidance so that the poverty can be eliminated and finally reach an equality among all person.

Therefore the existence of system known Zakat in Islam that intends on helping those groups to ease the burden they bear. Allah says in Al- Quran:

"Take alms from their wealth, so that they may thereby be cleansed (of sins) and purified (from bad conduct) and pray for them, for truly your prayers will give them comfort. And (remember) Allah is Most Hearing, Most Knowing". (Surah At-Taubah 9: 103)