PROPHET MUHAMMAD WAS A BUSINESS MAN

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Prophet Muhammad is not only success in preaching, leading the state and households but also successful in building the business. Muhammad was not only respected as religious leaders and heads of state but also respected as a merchant who has a range of business network and market share and extensive customer.

Since childhood, precisely at the age of 12 years, Muhammad had been introduced about the business by his uncle, Abu Talib, in a journey where he be included in a business trip to Syria. At the age of 25, Muhammad married Khadijah, success business women in Mecca. As time passes, Prophet Muhammad became the owner and manager of Khadijah’s wealth. Merging two wealth through marriage increased the trade owned by Prophet Muhammad and power to control the market share. At this stage, Muhammad became the business owner.

Muhammad obtained trading experience (internship) from his uncle for several years with petty trade around the Kaaba. With honesty in running the business, the name of Muhammad began to be known among business people (investors) in Mecca. In time, Muhammad began to reveal his high capability in running the business trade, even the Mecca’s people were attracted to entrust their capital to be managed by Muhammad with the
principle of sharing which is *Musharakah-Mudharabah* and payroll. At this stage, Muhammad had switched from business manager to manage his own business whereby he became an investment manager to manage the capital investors.

Muhammad as a business leader and entrepreneurship was explained clearly in the book Dr. Shafi Antonio with the title “Muhammad Super Leader Super Manager” (2007). The book describes when the time Muhammad began doing business with internship, business manager, investment manager, business owner and ended up as investors are relatively longer (25 years) compared with the period of his prophetic (23 years). Prophet Muhammad was not the only figures who prosecute the importance of ethics in business but also involved directly in the business activity.

After married, Prophet Muhammad also became more intense to develop his business through the journey of business regularly in the trading centers in Arabia, he visited the market-intensive regional and international markets in order to retain customers and business partners. Because of business, he had reached Yemen, Syria, Busra, Iraq, Jordan, Bahrain and the cities of other Arab trade.

Many people think Prophets as a poor person but on the other hand Prophet Muhammad showed the figure of a successful business man. Prophet Mohammad himself was the most trustworthy entrepreneur during his times. He was dearly known as Al-Amin, a rare quality yet to be found in today's entrepreneurs. In today's context, the Prophet (PBUH) would be recognized as 'the role model' of the Highest Order and awarded with the Highest Entrepreneur Award. Author Michael Hart placed Prophet Mohammad (pbuh) in the top position in the 100 Most Influential People listed in his book.

The spirit of Al-Amin in business would be the spiritual pathway for those who are venturing into business. This is because the model shown by the Prophet (PBUH) was the model of the best characteristics of an entrepreneur, and a guidance to be the best applications of economic practices and spiritual ethics.
The business ethics are best applied as Islamic ethics because it enables the entrepreneur to become the true caliph of God Almighty, making his business meaningful in accordance with the divine core values (Mohd Dali et al., 2008). The business dealings are at best manifested as those products and services which are permissible, trustworthy, transparent, fair, understanding, patience, tolerance, ethical and above all, with wisdom and the right intention of carrying out businesses for none other than for Allah SWT alone.

Prophet Muhammad success in his business because he has a lot of marketing strategy which are very smart, do not harm others, but favorable for businesses. The good marketing strategy made the Prophet Muhammad developed in his business. Prophet Muhammad once said: “You should be honest, because honesty can lead a person to do well, are good deeds can bring a person into heaven. Someone who still does right will be written on the side of God as an honest man” (Hadith Sahih al Bukhari).

“Honesty certainly leads to goodness, and goodness leads to paradise. Truly, a man keeps speaking the truth until he is inscribed as being true through and through. And lying leads to going wrong, and going wrong leads to hell. Truly, a man lies and lies until he is inscribed as being a liar through and through” (Muslim, 4.2012–13: 2607. S).

Prophet Muhammad had earned the nickname of al-Amin which means the trustworthy because of his honesty in business dealing. He always shows honest with his customers. This was reflected when a customer come to him, Prophet Muhammad will explaining all the advantages and disadvantages of the goods, without expecting anything in greater profits from the sale. This is related with another tradition says: "The seller must explain to the buyer the defects, if any, in the quality of the article offered for sale. Should this not be done, the seller will permanently be caught in the Wrath of Allah (according to another narrator the exact words, ‘he will always be cursed by the angels’)."

Honesty should be a commercial brand of entrepreneurs. Whatever type of business, honesty should still be placed on the primary position. For example, Prophet Muhammad did not
take a rest if customers were deceived when buying goods. The message “Love your brother as yourself” conveyed by the Prophet Muhammad should be followed by other sellers. They should provide a service that satisfies the customers. Hopefully with that, the customers will also continue to believe and continue to subscribe the products you offer. Besides that, Prophet

Muhammad also gave example to separate the good stuff and bad stuff. He also differentiates the price according to the quality of products. Prophet Muhammad in his business never equates all the products regardless of the quality of the products.

*From Abu Umamah r.a, Messenger s.a.w. He said: “Behold a merchant if the merchant has four properties, then his rezeki will going smoothly. When he bought the stuff he does not criticize, praise him if he did not sell the excess, if he did not cheat and sell when selling or buying not swear”.*

Relatively developed countries have a relatively high percentage of entrepreneurs from the population. Percentage of Singaporeans who entrepreneurship reach 7 per cent, China and Japan 10 per cent of their total population. While the highest is the United States is 11.5-12 per cent. Through this celebration of the Prophet, we need to know the importance of entrepreneurship as what has been exemplified by the Prophet Muhammad as a solution to solve the race problem in poverty and unemployment.

Prophet Muhammad has a high aptitude who pioneers change, possessing characteristics found in only a very small fraction of the population in commercial view. The Shari’ah framework of Islamic entrepreneurship and leadership is to guide us to achieve our goal within the Islamic perspective. Because of that, we have to learn from our perfect prophet Muhammad (s.a.w). We have to learn the way prophet did as a leader and an entrepreneur.

Prophet Muhammad SAW when dealing in his business also does not just perform a variety of transactions, but also he had practiced to do perfect on the procedures to seize the market by way of mind share, market share and heart share, without harming others. This was evidenced by the ability of Prophet Muhammad to use his position himself in all his business market segments. Segmentation of the Prophet Muhammad before making the trade is
not just limited to geographic and demographic factors alone, but also touched the psychological factors and individual factors as market segments smallest.

The power Prophet Muhammad brought the last to perfect divine before the messenger of Allah, in form and consistency to maintain the differentiation with the other troubleshooting tips to negotiating strategy of openness in business demonstrated his ability to capture the market share of the consumer. Share the heart of the marketer is always a concern in modern times has also been a concern and practiced so well by the Prophet Muhammad.

Prophet Muhammad was not only able to create a customer loyalty, but he was also able to create and foster trusty to customer using the formula with honesty, sincerity, and generosity which were the core of the business marketing strategy taken by the Prophet Muhammad. So at that stage only, the Prophet Muhammad is not only able to surpass heart share (being generous) of consumers, but he is also far have won your share of the customer's soul.

Like saying: *once we lie, the entire villages not believe*. Before the Prophet Muhammad began his career as an entrepreneur, he has been very long indeed known as one who can be trusted by the various circles of society. And after the Prophet Muhammad do commerce attitudes are not diminished one bit. The attitude of a real honest to be the basis of the activities and sayings of Prophet Muhammad SAW automatically led to a long-term trust of all those who interact with him, both in business and in everyday of life just like Prophet Muhammad’s life as a whole, complete and comprehensive that is becomes a role model in building the civilization of mankind.

Conclusion:

We can say that Prophet Muhammad is the best role model in every aspects of life including entrepreneurship and also as an economist. Therefore, we as a student and a Muslim, should learn and take example of how Prophet Muhammad led and ran his business and became a successful businessman but yet still be a humble and modest person.
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