

# Sports as Sunnah

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**Abstract—** The purpose of this paper is to understand IIUM students on how healthy they live their lifestyle and how committed they are to being healthy. This paper is design to understand what students want in a sport emphasis community, which can provide a location for students and non students alike to exercise and meet new people. They can promote sports back in their hometown and by using network of mosque they can have programs that emphasized sports. The problem students face now is that they are not many commodities for students to play sports and also exercise regularly. Students of IIUM usually face insufficient area and also events for them to really show their talent and also provide the right motivation so that students who do not exercise regularly or even do not exercise at all will start to do some type of sport if there are places for them to start. We have developed a Business Model Canvas and also a Value Proposition Diagram for this system which is also integrated with the network of mosque. This is to enhance and see the details in a bigger and a more detailed view. The BMC and VPD we provided is what we have describe the most suitable for this project to be a complete success.

**Index Terms—** sports; sunnah; network; mosque

## I. INTRODUCTION

Prophet Muhammad SAW said, a strong believer was better than a weak believer. He was talking in terms of faith and character but also indicating that physical strength were desirable, providing Allah SWT gave us the ways and means of attaining such strength. Sports as a Sunnah is a fresh idea mainly focusing on local students that plays sports around their housing area. Basically it allows a person to have their flexible way to exercise and do outdoor activities within mosque compound. In a way, it creates a harmony environment, improves the bonding among people, maintain a healthy lifestyle and as a stress reliever. Our key partners consist of community around the mosque, vendors, student organizations and mosque community. To have a better business case model, we set our focus mainly on the facilities, venues and equipment as the key resources. By exercise, it increases muscle tones, improves flexibility, enhance endurance, strengthen the heart and fights depression. In order to reach the people, various channel has been discovered to accomplish the objectives.

## II. BACKGROUND

This project focus on the business plan to support local students to play sports at their local mosque and also having events so that we make the mosque a lively place as well as a

place for them to showcase their sports talent, thus the idea of 'Sport as Sunnah'. This 'Sport as Sunnah' is a platform where IIUM local students can play sport or advertise their services to other people especially outside of IIUM. In addition, the community can develop their skills in this platform beside to improve health. The platform is mainly to build networks between IIUM local students to have connections in order to make sports as their regular activity. Lack of sports can cause the students do not perform in their studies due to busy schedule. According to Craig Canapari MD (2012), Too Much Homework, Too Little Sleep: Structural Sleep Deprivation in Teens: "Essentially, staying up late to cram tends not to help and actually worsens performance. This emphasizes the importance of encouraging good study habits in kids." This business targets the IIUM local students so that they can promote Sports as Sunnah at their hometown by using network of mosque. In order to help them to start the business and assist them to generate their own income and use technology as the medium of the business.

## III. LITERATURE REVIEW

Students nowadays are decreasingly attracted to sports anymore. This is because they are more attracted to technologies such as smartphones, computer games, social medias and many more. According to Kurubaran Ganasegeran, Sami AR Al Dubai, Ahmed M Qureshi, Al-abad AA Al-abad, Rizal AM and Syed M Aljunid (2012) in Social and Psychological Factors Affecting Eating Habits Among University Students In A Malaysian Medical School, "a good eating habits score was significantly low among younger students (18-22 years), smokers, alcohol drinkers and those who did not exercise". Exercise is very important for everyone especially for students. In order to perform at best in university, the students need to have healthy mind and healthy body. So it is true that exercise is important for the students [8].

Moreover, students do not have time to do exercise because they are busy with their assignments and projects given by the lecturers in class. They spend more time doing their homework than spend their time to do sports. Although the university provides them with the facilities, but most of the facilities are old and cannot be used anymore. The speed of which technology has been transgressing and changing everything around us may start to open up new ideas and opportunity for young entrepreneurs and old alike to exploit the use of technology for their base to open up a business [3]. This opportunity should be grasp quickly by universities, so that their students will be updated in current trends as well as have the up-to-date skills for their future employers to hire [3]. Technology will be able to help students research better as well as making it to search for other research papers online rather than going to a public library which is difficult to search

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books one by one [3]. By using the network of mosque, we think we can provide them with the suitable places and time to do sports as we follow the Sunnah [7]. The platform we will use a web-based application so that everyone can access it from their computers and even their mobile. We are going to based the “Sports as Sunnah” on a Network of Mosque. The Network of Mosque is to link our mosque together so that we can communicate with other mosque to share ideas and activities.

### IV. PROBLEM STATEMENT

Students nowadays are really busy with their assignments and projects in their university. Most of the time they are also really busy with the activities of their society clubs. They spend their time from morning until evening in classes, studying and attending tutorials. The lack of time can prevent them to do exercises everyday. The brain needs time to have rest and refresh the mind. They do not have time to spend for themselves because they are already tired in campus. Consequently, they become lazy and do not feel motivated to do exercise by themselves.

Furthermore, the limited budget also becomes a problem for them. Although university provides the students facilities for sport, a lot of students will be using the facilities at the same time and it cannot cater the large number of university students. As students, they do not have enough money to pay the fees for the sport facilities outside. For example, a good gymnasium outside needs around RM250 per month. The students absolutely cannot afford it.

By using network of mosque, the students can have a proper time to do sports and exercise between their busy schedule. They can have a healthy lifestyle in order to get physically and mentally fit.

### V. METHODOLOGY

The methods we can use to approach students is by a short interview. 90% of the students said that they do not do sports at their hometown because of many reasons and one of the reason is they do not have proper place to play. In order to promote sports in their hometown, interesting physical flyer or app newsletter can be used. Marketing is an essential way to get any product or service that is for sale to reach a customer's interest, and now a days using physical flyers or ads in newspaper cannot cut it. This is because of the growing trend of online news, news application on mobile phones and updates on social media. Marketing teams in news company try their best to convey the message to get it out there so that users would be happy that they are receiving updates about their country, city, town and also their community. This would help people be more in touch with their community if there was such a service like this. Sports as a Sunnah can be manage by any mosque that is in queue the event or also a small team just to update what is going to happen at the current event or also which community mosque it is going to happen.

This is a great platform for people to share what they know and expand it through the many channels that is available such as websites, mobile application and so on. This can help the growth of the mosque community and also help a lot of people come and visit the mosque. Moreover, this can supply students with a channel to play sports. If the marketing is done right, a lot of students as well as outsiders will participate in

this event to make it a more eventful and meaningful program to the community.

By posting up newsletter on what events and also updates for bazaar vendors to place a booking for booth, this can encourage the youth as well as the old to start entrepreneurship. This will enhance the community of Muslims to start taking things into their own hands and start selling what they've always wanted to sell or even provide services they've always wanted to do.

Furthermore, volunteers will gain a lot of knowledge that is being shared by those who know and also will provide it as a networking platform for each other. It is possible for that students to meet future employers.

### VI. FINDINGS

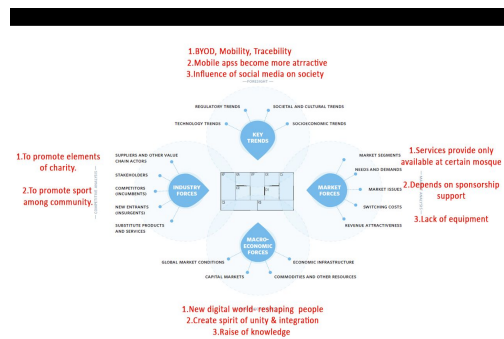


Figure 1: Environment Map

Key Partners	Key Activities	Value Proposition	Customer Relationships	Customer Segments
<ul style="list-style-type: none"> <li>1) Youth</li> <li>2) University Students</li> <li>3) Mosque Community</li> <li>4) Vendors</li> </ul>	<ul style="list-style-type: none"> <li>1) Sports - Football - Futsal - Basketball - etc</li> <li>2) Bazaar - Food - Clothes - Stuffs</li> </ul>	<ul style="list-style-type: none"> <li>1) To promote sport among the community.</li> <li>2) To create the spirit of unity and integration.</li> <li>3) Strengthen 'sitarahini'</li> <li>4) To promote healthy lifestyle</li> <li>5) To promote the element of charity.</li> <li>6) To cater different mosque month.</li> </ul>	<ul style="list-style-type: none"> <li>1) Society</li> <li>2) Online Society</li> <li>3) Mosque Customer Service</li> <li>4) Feedbacks</li> <li>5) Weekly Bulletin</li> </ul>	<ul style="list-style-type: none"> <li>1) Local and International communities.</li> <li>2) Non-Muslims and Muslims</li> <li>3) People with little knowledge of sports.</li> <li>4) Low income people.</li> <li>5) Families</li> </ul>
	<b>Key Resources</b> <ul style="list-style-type: none"> <li>1) Mosque Compound</li> <li>2) Local Communities Field</li> <li>3) Sports Equipment</li> <li>4) References</li> <li>5) Intellectual Series</li> <li>6) Entrepreneurship</li> </ul>		<b>Channels</b> <ul style="list-style-type: none"> <li>1) Can be held in local community field.</li> <li>2) Mobile Apps</li> <li>3) Website</li> <li>4) Walk-In Registration</li> <li>5) Social Media</li> </ul>	
<b>Cost Structure</b> <ul style="list-style-type: none"> <li>1) Equipment - Sports - Tents - Stuffs</li> <li>2) Overhead</li> </ul>		<b>Revenue Streams</b> <ul style="list-style-type: none"> <li>1) Vendors</li> <li>2) Participants Fee</li> <li>3) Sponsorship</li> </ul>		

Figure 2: Business Model Canvas

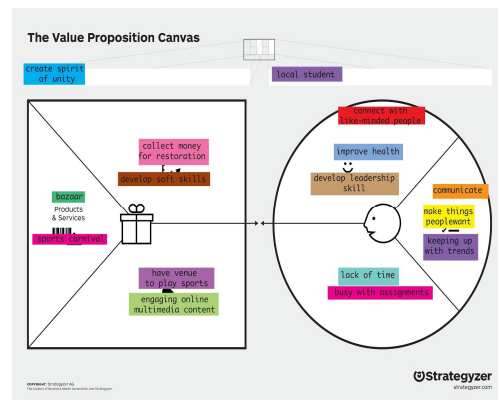


Figure 3: Value Proposition Design 1 (Before)

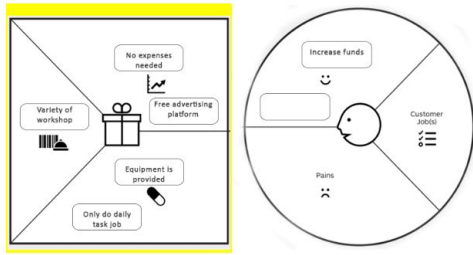


Figure 3.1: Value Proposition Design 2 (Before)

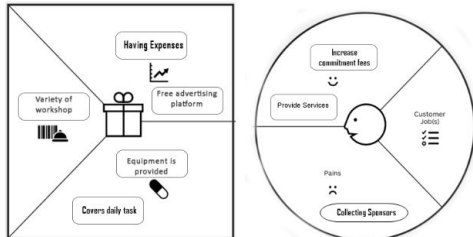


Figure 3.2: Value Proposition Design 3 (Before)

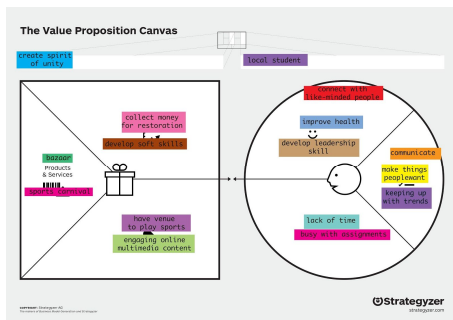


Figure 3.3: Value Proposition Design 4 (Before)

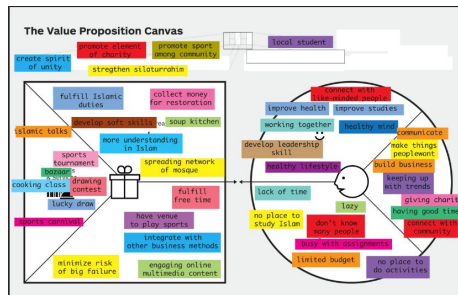


Figure 3.4: Value Proposition Design (After)

Figure 1 shows an Environmental Map which is comparing the markets and trends at the moment.

Figure 2 shows Business Model Canvas for this proposal which consists with 9 blocks. There are Key Partners, Key Activities, Key Resources, Value Proposition, Customer Relationships, Channels, Customer Segments, Cost Structure and Revenue Stream.

Figure 3, 3.1, 3.2 and 3.3 show Value Proposition Designs which helps to project, test and build the business Value Proposition of customers in more structured and reflective

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way. At early stage, the customers are local students, lower income family, international student, and Muslims and non-Muslim.

Figure 3.4 shows the final Value Proposition Design which has been chosen for local student in the university.

#### A. Customer Segment

The target group for this research are IIUM local students. This is because local students are the largest group in the university. The students usually do not have time to do sports because they are busy with their assignments and projects. We also target to non-Muslims who want to learn more about Islam and what we do as an Islamic community. Low income people, this is so that they need not to rent out or create a competition of their own but just join or share under this. Families are also our customer segment where they can join in and make the event livelier and also shop and spend at the bazaar provided. The Network of Mosque will provide these customers with the ability to locate and check when is there an available place to play sports or bazaar so and it will ease them according to the interview that has been conducted.

#### B. Customer Relationship

The type of relationship involved in this research are the students can strengthen their relationship among each other. As we can see from the observation, most of the students are not really know each other than their friends. By having this program, the students can have brotherhood and sisterhood bonding. We can maintain good relationship with our customer segment by providing better facilities and also more interesting games in the future, and also update them if there is anything that might peak their interest.

#### C. Channels

The promotion will be spread through the society clubs in this university. Moreover, the program can be advertised in the university portal. It is included with information about the program. Students also can spread it through their social media and also of course by mosque bulletin and announcement.

#### D. Value Proposition

After completing the interview, we found that this business plan has a high potential to attract many students to come and participate with this. One of the values is the program can maintain the health of the students. By doing sports can increase the health and reduce the diseases. Furthermore, by doing sports the students can release their stress and tension from the studies. It is not healthy to live in a stressful and tension condition because it can harm the body itself. This business case also can make the students to have healthy lifestyle. It is important because nowadays people do not do sports anymore and the amount of obese people in the country are also increasing based on stateofobesity.org

#### E. Key Activities

Basically, there are two areas of key activities in which we are focusing on, sports and bazaar. These are the two focus to be the crowd magnet for the people in the community. In sports, there are several activities such as football, futsal and basketball. On the other side, we do have bazaar which will caters food, clothes and stuffs throughout the event. In such a way, the key activities mentioned earlier will enhance and embarks the idea of sports as Sunnah in our daily life.

### F. Key Resources

The key resources for “Sport as Sunnah” are the facilities, venues and equipment. The mosque can provide their compound for the program. The committees from the mosque and the program can ask the university to help them in providing the facilities and also equipment for the students during the program.

### G. Cost Structure

To come up with this service, some preparations are needed in order to overcome the costs issue that are going to be faced which are maintenance and utilities cost.

### H. Revenue Stream

The revenue for this program are from the registration fees, donations and also from the vendors. The students need to pay registration fee for the sports in order to cover the cost. The committee of the program also can find donation from the corporate organization to do the program. The vendors will open their booths and can sell food and drinks during the program. They have to pay for the rental for the whole program.

## VII. SUMMARY AND FUTURE PLANS

This project can influence a lot of young Muslims, especially students and bring out the creativity and entrepreneurship in them. With this even linking with the network of mosque many students are able to find a proper place to play sports and have sportsmanship in them and they can learn it along with Islamic values. Based on the VPD and our customer segment; students can use this as a platform to sell what they want to sell, let it be product or even services or even food, because being an entrepreneur is taking any possible idea and making profit out of it. In the future we also may look at the idea to integrate this with universities all over the nation and link it all with the Network of Mosque to further enhance the unity of Islam and sportsmanship.

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