

Online Masjid Community

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Abstract— Abstract-Online Masjid Community is an online platform made to make communication between surrounding Muslim community ,access to info related to mosque activities and management mosque easier than before and reachable by community through latest technology. At the same time this platform can help mosque generate revenue rather than collecting donation from community through online transaction, advertising and booking fees. To develop the Online Masjid community conceptual solution, the Business Model Canvas (BMC) and Value Proposition Design (VPD) Canvas suite of tools were utilized.

Index Terms— Mosque, community, activities, online portal

I. INTRODUCTION

People in Malaysia still have conventional thinking that mosque is just a place of worship. By the way, it's contrary with what the prophet Muhammad SAW did when he built the mosque 1400 years ago. Mosque was a community center for Muslim with variety of activities. This approach by build an online platform is to help the community activate the truth function of mosque and at the same time to suite the current technology age. To make a mosque active with activities its need a lot of fundraising. The common way is by collecting money from community. Instead make a fundraising, this platform can help the mosque generate its own revenue. This new business model applied for this online platform can assist the mosque management to create strong bonding with the community surround, manage activities efficiently and generate high income rather than collecting money.

II. PROJECT BACKGROUND

This project is focusing on business plan to generate income for mosque by creating online platform named as Online Masjid Community. The target of this project are local community surround the mosque, speakers and mosque management. It's an online platform to gather all the community surround the mosque to discuss and get latest activities update from mosque. The income come from the advertisement by local community. They need to pay some fees to the mosque in order to advertise their product through this platform. The other source of income is by creating booking medium for speaker on the same platform. The speaker can register their schedule in the platform so everyone can know what time the speaker is available and all the detail about speaker. Who want to book the speaker must pay some fees to the mosque. The mosque management will get the speaker if it mention available through that medium.

This platform is mainly developed in web based which has sophisticated function like forum, database and so on.

III. PROBLEM STATEMENT

Currently, almost all mosque in Malaysia only focusing on religious activity such as perform congregational prayer, religious education cater Islamic celebration event.[1] Even though there are classes being offer for further understanding of Islamic teaching, it is mostly requires fee and limited by time constraint. This only can be done with funding from community.

Moreover, the only platform for user to get updated for upcoming announcement and event is by attending mosque. In case of they missed a congregational prayer, a lot of important information they can't get.

In addition there is no system for talk's booking slot. Management of the mosque will go through hassle to find available and appropriate speaker to organize an event.

Lastly, the conventional way for community to sell goods to is by set up a stall at surrounding mosque. But, by today advancement in the way of communication technology, many people feel comfortable to selling and buying goods online. Unfortunately, there are no online platform for buyers to sell goods specially targeted for mosque community.

IV. PROJECT OBJECTIVE

The main objective of this paper is to propose the new business model for online platform which then will be offered to Muslim communities in Malaysia so that they are able to communicate with the whole people in the best way. This method should be polished with some activities like sharing and discussion among members or community with addition of basic knowledge learnt through the website.

Besides, this platform also will provide an announcement and update about the activities at the mosque, slot booking for talk and advertisement for selling goods.

Furthermore, the implementation of online platform will become as flexible as possible to spread or sharing the information. Community may know the activities at the mosque in their area at anytime and anywhere.

V. LITERATURE REVIEW

A thorough review has been performed on ideas to generate revenue for the mosque. Barrister Reazul Karim suggested that the mosque should encourage small entrepreneurs to sell handicraft and religious artifact to generate income for underprivileged people. Small proceedings from the profit then can be given to the mosque for its maintenance. [2]

Muslim Strategic Initiative organizations has another practical solutions to generate income for mosque. First is an Islamic Bookstore. Putting the bookstore in the mosque would will makes it convenient for community to access the products they would need to buy elsewhere. Second is setup a small general store and selling foods stall as it will attract

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community who would already go elsewhere for these products. Third is charge some fees for weekend educational program for children that run the program in the mosque. The last is mosque could open a full fledge private school to provide the religious education with reasonable fees. [3]

The concept provided by both party could generate high income with right business model. However, these ideas lacks of integration with online technologies that would accelerate the profits and much more convenience for both community and administration.

VI. METHODOLOGY

The study was conducted to further investigated how the acceptance among community toward the initial conceptualization of Business Model Canvas (BMC) and Value Proposition Design (VPD) of Online Masjid Community. The researcher carried out one to one interviews with online questionnaires using Google Form based on questions developed from initial VPD and BMC. The four group of people were chosen based on customer profile created early which were certified speakers, advertisers, online community and speaker seekers.

The subject for this study were only local Muslims community around mosque in Klang Valley who were actively involved in activities organized by mosque's management. The total of interviewees were 40 people with 10 people in each type of customer profile respectively.

VII. CONCEPTUAL MODEL OF ONLINE MASJID COMMUNITY

The initial BMC for online masjid community would have four customer segments which are certified speakers, advertiser, online community and speaker seeker. The community would obtain higher learning process in this website as well as experiencing a new knowledge, education and information. This website will provide an announcement and update about the activities at the mosque, slot booking for talk and advertisement for selling goods. In order to make this website look more lively and active, we provide a forum for users to communicate with the other members to chatting, share knowledge, information and activities.

In maintaining customer relationship, having a good CRM and continuous marketing efforts are important to ensure consistent revenue for the website.

Figure 1: Diagram of VPD

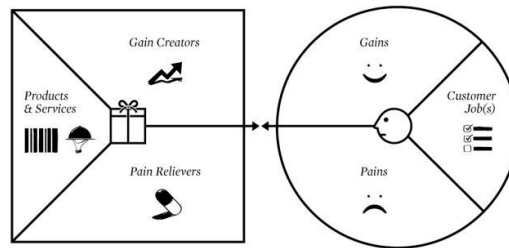


Figure 2: Initial Business Model Canvas

The Biz Model Canvas (BMC)

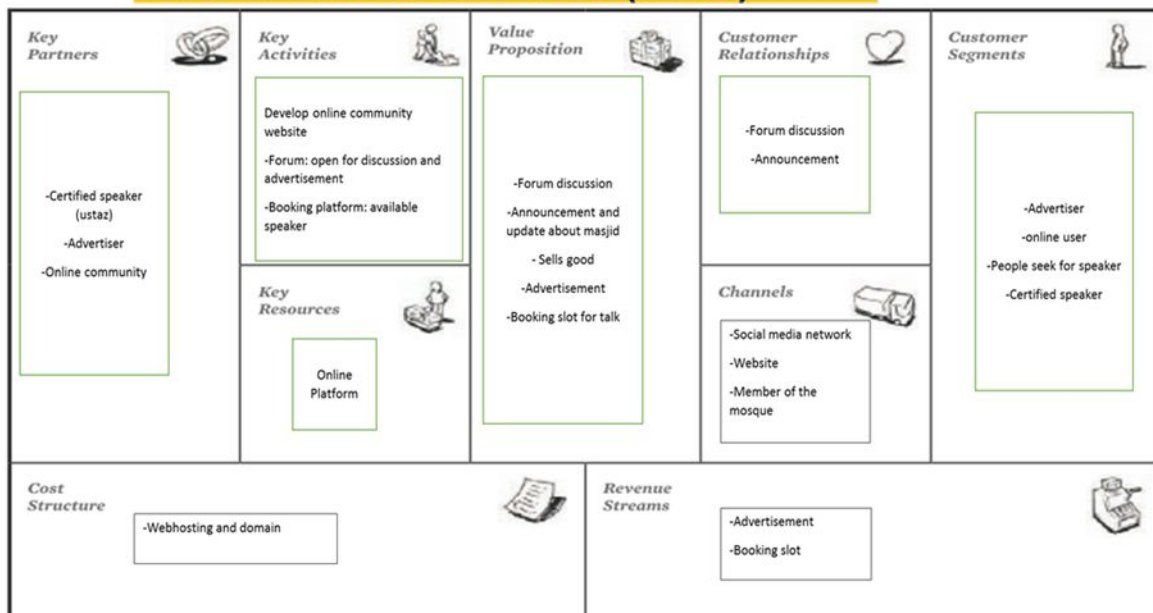


Table 1: Initial Value Proposition Design

CUSTOMER SEGMENTS	CUSTOMER JOBS	GAINS	PAINS	GAIN CREATORS	PAIN RELIEVERS	PRODUCTS & SERVICES
Certified speakers	<ul style="list-style-type: none"> - Give religious speak. - Improve life - get Money 	<ul style="list-style-type: none"> - Save time in handling booking - Get customer - Easy to manage payment 	<ul style="list-style-type: none"> - Handle too many booking - Not receive payment on time - Cannot find any place to give talk 	<ul style="list-style-type: none"> - Make speaker more professional in handling booking 	<ul style="list-style-type: none"> - Making booking handling easier than before - Get payment on time - No need to find place to give talk 	<ul style="list-style-type: none"> - Booking slot for speaker
Advertisers	<ul style="list-style-type: none"> - Advertise their product - Help branding their product and company - Reach big audience 	<ul style="list-style-type: none"> - help to reach more audience - help branding and selling their product - increase sale 	<ul style="list-style-type: none"> - The product advertised are not selling well - The product advertised not suitable for audience. 	<ul style="list-style-type: none"> - reach more target customers. - Increase sale - Improve branding in the market. 	<ul style="list-style-type: none"> - Cost-saving advertisement - Saving time to find market audience. 	<ul style="list-style-type: none"> - Website (market place) - Advertisement space
Online Community	<ul style="list-style-type: none"> - Improve life especially in ibadah - Improve business - Improve skill set - Learn to make decision - Sells good - Learned things 	<ul style="list-style-type: none"> - better collaboration - Get help when stuck - Generate idea - Connecting people - Personal involvement - Do something positive 	<ul style="list-style-type: none"> - Small marketplace - Irrelevant ads - Boring discussion 	<ul style="list-style-type: none"> - Community marketplace - Up to date announcement - Informative & educational content 	<ul style="list-style-type: none"> - Shared knowledge - User friendly website 	<ul style="list-style-type: none"> - website (marketplace) - Forum - Announcement
Speaker Seekers	<ul style="list-style-type: none"> - Find a speaker - Need to ensure speaker are available at certain date. 	<ul style="list-style-type: none"> - Get profit from booking slot of speaker. - People will aware about existing of our website - Increase website reputation. - Improve booking system 	<ul style="list-style-type: none"> - Speaker are not available in last minute. - Hard to know the available time of certain speaker. 	<ul style="list-style-type: none"> - Easy for people to book a speaker for their event or program. 	<ul style="list-style-type: none"> - Should book two month earlier. - Substitute speaker are provided in case of emergency occurred to that booked speaker. 	<ul style="list-style-type: none"> - Speaker booking slot.

CUSTOMER SEGMENT

The primary customer for this application is the nearest community, who like to connect and receive update from mosque institutions. Aside from that, people who are looking for certified speaker for event or speaker seeker and certified speaker. In addition, advertiser also part of important customer for this platform. All of them are the main key to make this platform success. At the end, this platform must be built to suit their needs.

The type of relationship involved in this platform is worldwide as a user online could connect to each other via forum. User need to register to involve in forum to interact with each other's. The open discussion between users could be involving regarding religions and others issue. This connection could help in understanding among community and masjid management. Any related issue could be update and being discussing together.

CUSTOMER RELATIONSHIP

CHANNELS

Every interaction will be conducted on the website. This website will provide interactive learning, video and forum discussion for users. In addition, user can use this platform to create marketplace, trade good and services. Any mosque that wish to invite speaker to give talk can book the particular ustaz(speaker) and view their schedule in slot booking section in this website.

VALUE PROPOSITIONS

The value proposition offered by this business model could attract masjid community even outsider. We believe this website will help community to getting update regarding event organized by masjid. The fastest announcement could help spread the news more efficient. Besides, the user will subscribe to online forum to have deeper discussion regarding issue and religions around community. This forum column could help user get interact with each other and create stronger relationship among community. Beside, sharing session among community, this forum could help user to sell their good among each other for free.

The most important, the event organizers who need a speaker are easily booked via website. The availability of certificated speaker could be arranged based on suitable date without clash with others program.

As for paid advertiser, they can include banner or poster in website to sell suitable good for community. We believe, discussion forum could increase more registered user, which could help advertiser to reach more audience.

KEY ACTIVITIES

Key activities is important in business model to ensure that the platform has created is well function and can be used by any people. Key activities should run effectively and must be updated from time to time to make people know the existing of the website and activities. The primary activity in this website is an announcement and update about the activity at the mosque. When peoples know about it, they can arrange their time properly to make sure they can join the activity at the mosque together with the communities in their area. In this website also is providing an advertisement for those who want to buy and selling the goods. In fact, it can save their travelling time to retail store and allow them to shopping at anywhere and anytime. Next, this website has provided a forum for people to communicate and do discussion among them regarding religious concern, share knowledge and video and many more. Last but not least, we also provide a booking slot for talk for those who want to invite a good and famous ustaz and ustazah to come in their area.

KEY RESOURCES

The key resources for Online Masjid Community are programmer, developers and representative speaker. Programmers and developers whom are responsible to build and maintain the website. They are very important in order to make sure the website running according to plan. Representative ustaz are also important resource to provide materials for online class, further explanation in discussion and monitor slot booking session.

KEY PARTNERS

To ensure the success of Online Masjid Community, the key partners had been identified as follows:

Certified speakers

It is important to get agreement from the certified speakers before get them into available slot for booking.

Advertiser

Advertiser are very important because the website generate revenue from the advertisement and they provide service and goods through advertisement.

Online community

The system need to have many users so that the content can reach more people to support the new website.

Speaker seeker

When the mosque need to organize a talk, the management will appoint a person to find a reputable speaker.

COST STRUCTURE

REVENUE STREAM

The main revenue model for this website is from advertisement and booking fees for inviting the preacher. For those who want to advertise their goods in this website, they must make a payment first and then the administration will give permission to them to make advertising.

The second method we will gets revenue is from booking fees. Mosque committee members who want to book or invite their favourite speaker to come to their mosque to give a talk will need to pay for booking fees and the system will settle about the rest. If their speaker that they were requested is not available, the system will return the payment with full amount.

ANALYSIS AND FINDING

The number of respondents interviewed and answered this questionnaire were 40 people. Precisely, respondents were divided by category of customer segments in BMC which are online users, speakers, advertisers and speaker seeker. They were divided by 10 people based on their customer segment respectively. Totally, 23 man and 17 women were took part in this survey. Four different set of questionnaire were distributed to these group of people based on their respective initial VPD. They were initially asked in the questionnaire about same demography questions through different set of questionnaires. Then, they need to answer all question regarding initial BMC and VPD proposed by researcher. Through interview, they need to give suggestion to improve the business model proposed to suite their real need.

Based on interview and questionnaires conducted, some of the features and ideas in the initial VPD and BMC need to remove or change to the better one suggested by interviewees. They were very proactively in giving feedback and opinions. As a result, there were slight changes considered to initial VPD and BMC. The new VPD and BMC was made to suit the needs of respondents as illustrated below. The new BMC customer segments still maintain it four prospects. The key activities were given additional in kind of manage the payment of speaker so the system will act as an online third party to ease all the transactions between speaker seekers and speakers. Booking slot for speaker was revised so it will allowed different type of speakers or teachers for various type of class conducted in the mosque. The example are Quran reciting, motivational talk, parenting, technical skills and so on. It will give additional value proposition to the customers. Online Community

The important value that the Online Masjid Community would create for online user is community marketplace, up-to-date announcement and educative and educational content. It will be the pioneer mosque in Malaysia that create marketplace within the community of mosque through online platform. In addition, it will initiate better collaboration, generate idea and connect people in the community. The professionals in the community can cooperate to deliver the new idea to be implemented in the Network of Mosque. Besides, more people now can be connected to mosque through online content.

Advertiser

Three quarters of respondents accepted that Online Masjid Community would create opportunity for advertiser to help branding their product to community. This platform also ease the advertiser to reach more audience to advertise their products thus help increasing their sale. Besides, all the respondents accepted this platform also help advertiser finding right target audience with low cost advertisement.

Speaker

The majority of respondents accepted the speakers managed in the system must be able to give religious speak. Despite, they are few people suggested for non-religious speakers to

include in the system because they believe mosque management also should provide class for various field. This will encourage people to go to the mosque. The respondents also agreed that they have problem in handling payment and organizing their schedule talk. Half of the speakers appointed personal assistant to help them become more organisable. The result is, all the speakers were very attracted to use the booking slot system in the future as they believe it will ease them in handling booking, payment and schedule.

Speaker Seeker

Based on questionnaire survey for the speaker booking slot, majority of the respondents agree with the condition that we make for the speaker booking slot for example like take a payment for the booking slot, can find the substitution speaker if the speaker that they want is not free or busy and most of them want to try our website to get a services. Actually, this booking slot session is to help people and organizer of the program to get their desired speaker for their program. We will try our best to contact and get the speaker that they want to make their program become smooth and successful. Besides, from this slot we can get some profit for this services and the price will charge based on the popularity of the speaker.

Figure 3: Final Business Model canvas

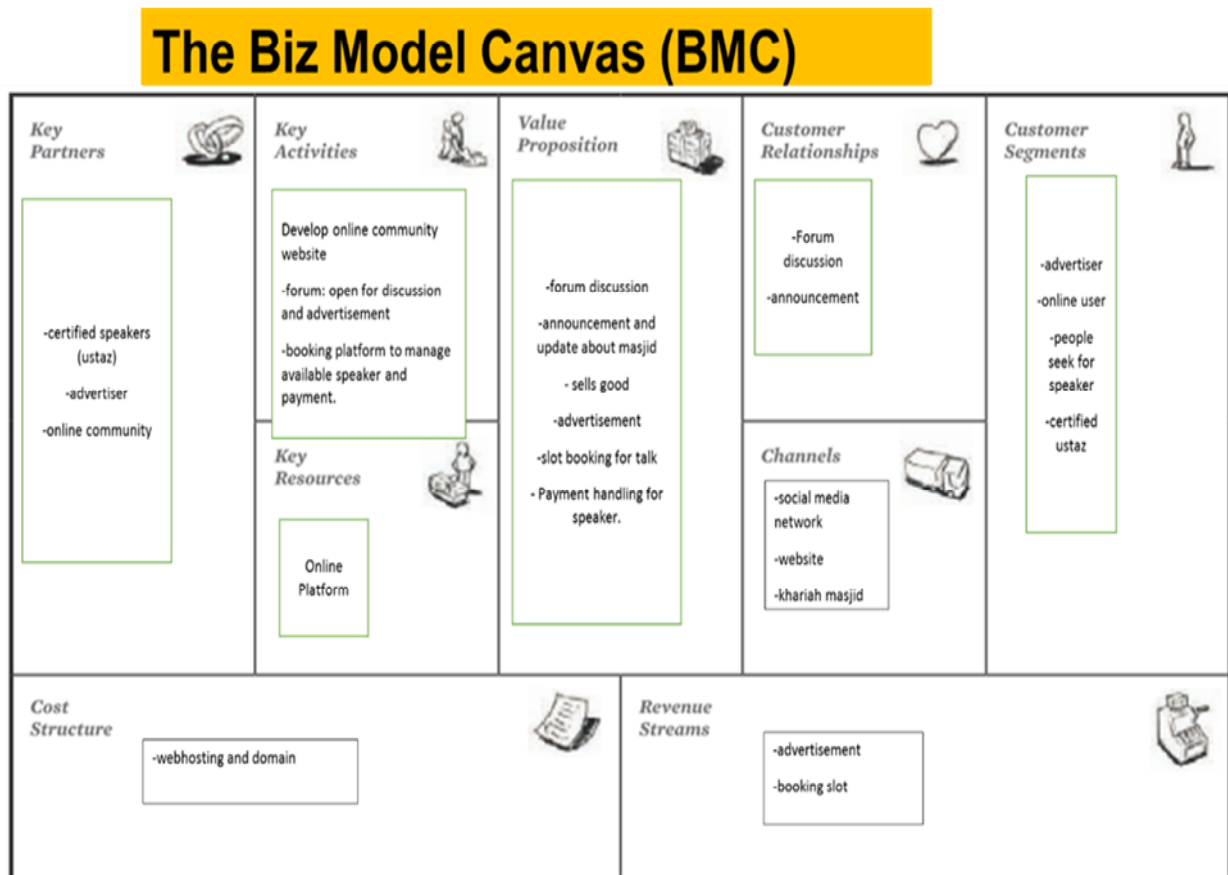


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Advertisers	<ul style="list-style-type: none"> - Advertise their product - Help branding their product and company - Reach big audience 	<ul style="list-style-type: none"> - help to reach more audience - help branding and selling their product - increase sale 	<ul style="list-style-type: none"> - The product advertised are not selling well - The product advertised not suitable for audience. 	<ul style="list-style-type: none"> - reach more target customers. - Increase sale - Improve branding in the market. 	<ul style="list-style-type: none"> - Cost-saving advertisement - Saving time to find market audience. 	<ul style="list-style-type: none"> - Website (market place) - Advertisement space
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CONCLUSION

The main purpose of this paper is to build a new business model for masjid management to gain more revenue. The result of the survey conducted to all potential key partners shows a positive thought toward a development of Online Masjid Community. With the proper planning, development and funding, our new open website can offers various benefit for both community and management. This benefit can attract more masjid community users to subscribe and joining the portal and the most important part is it can generate positive revenue to the mosque.

Mosque is a place of worship for every Muslim. Its contribution to the social wellbeing of the society is very importance. The challenge ahead for mosque not just in Malaysia but around the world appears driven by disruptive change in the force of technology and economic sector which threaten to undermine its operational purpose. Faced with rapid change in technology, mosque should examine their existing model and develop an extensive transformation plan. Mosque usage should be enhance to maximize its potential to generate revenue so that it will benefit Muslim society. The new business model canvas (BMC) proposed in the study is still lacking but somehow it still relevant for Network of

Mosque. The new era of technology, mobility and Islamization of knowledge are taken into account in developing the new business model. The proposed idea will require significant strategy changes, increase in productivity and investment on the part of mosque community. In addition, the new BMC also likely to create revenue that will generate returns to a stronger Network of Mosque.

Despite the attempts to propose the new business model, the study comes with several limitations. Future research should seek to overcome these limitations and improve the subject matter of the paper. Future work should consider different population groups of potential community for the mosque. A second area for future research is to expand the new business canvas works among mosque in different countries. Mosque across the world has diverse attributes that

will be able to foresee the effectiveness of the new model. Online Masjid Community must increasingly focus their resources on network of mosque and generate revenue to the mosque.

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