

Developing i-Transporter through Network-of-Mosques (NoM)

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Abstract— A mosque is generally a symbolic place for a Muslim, as it is the place where the remembrance of Allah and devotion to Him takes place continuously. The primary function of a mosque is to serve as a place for prayer. However, throughout the history of Islam, a mosque is not just only for the purpose of worship alone but, it has become a center for Muslim communities to conduct all the social, cultural and political activities. Therefore, in order to bring the Islamic Golden Age back to our era, Network of Mosque plays an important role to attract many people especially Muslim to come and enliven the mosque. The Network of Mosque (NoM) can provide many services including, zakat collection and distribution, Hajj and Umrah training and many more. However, our main focus is only to provide transportation services (i-Transporter) to the society. These services will make the mosque as the center to find transportation services for all mosques around Malaysia. We will use Business Model Canvas (BMC) as our framework in this paper.

Index Terms— Business Model Canvas, Islamic City, Network-of-Mosques

I. INTRODUCTION

Masjid e-Nabawi or also known as Prophet's Mosque, was originally built by our Holy Prophet Muhammad S.A.W when he migrated to Medina and has become a focal point of communal life for all Muslim communities to conduct various activities includes discussions, trainings, learning, teachings and many more activities used to take place in this mosque at that time. However, comparing to our generation, the mosques we have nowadays is used for religious purposes only. Therefore, to uplift the functions of the mosque like the previous generation, we proposed to provide transportation services known as i-Transport for the community who live around the mosque. The main objective i-Transport is to help people to generate income by having their vehicle to be rented by communities who want to rent for many purposes including for employment, school and daycare, medical appointments, and for social services.

For those people who are interested to join this services, they need to register their personal details and their car to be put in the system, so that when customer come to find a vehicle to rent, we can easily contact them. Different kind of vehicle can be registered for this services including different type of cars, motorcycle, van, lorry and many more. The rates for renting

are set by the owner of the vehicle but it's all are at reasonable price.

By providing this service, we can help for those interested Muslim communities who to generate income by doing a renting business and at the same time we can make the mosque become a reliable place for people to easily find a transport for rent without having to go to places they are doubtful for their services.

Therefore, through this service, it is hope that we can improve the situation of the Muslim Ummah and at the same time we can reforming and revitalizing the position of the mosque to empower the role of mosque like it was during the life of the prophet.

II. BACKGROUND

This paper proposed the developing a transportation business, i-Transporter through the Network of Mosque (NoM). Through this Network of Mosque (NoM), we are trying to commercialize our business so that it will become well-known among the people throughout the country. I-Transporter makes it easy for the people who would like to rent a car, hire a transporter or ask for help. To rent a car, the customers just need to ask for any available car and make the booking. To hire a transporter, it is just a phone call away. If there are any help needed, i-Transporter will try their best to give a helping hand. Therefore, we came out with an idea to provide a transportation services to help people in need and eventually make some profit out of it. Besides, NoM can be one of the platforms for the business to expand. We also try to make charity for the community through i-Transporter by providing free transportation for medical checkup at least twice a month for those who reside in rural area.

III. PROBLEM STATEMENT

Transport is an important thing to take or carry people or goods from one place to another place. Apart from that, it is important for people to move around. Although we are living in globalize world, there are still people who cannot afford to buy a vehicle and does not have driving license [1]. The problem can be overcome through i-Transporter where they get to rent a car instead of buying one and call a transporter to drive them to their destination safe and sound. Hospitals or clinic are far away for those who live in rural area. We can help them to get medical checkup by providing transportation for them to go to the hospital or clinic. As a Muslim, we are encouraged to try our best in everything we do and at the same time do goods to help others so that we can reach the vision of Mercy for all Mankind (Rahmatan lil'Alamin). Therefore, we come with this idea of i-Transporter.

IV. LITERATURE REVIEW

Mosque plays great role in Islamic society and it should not only limit for worship and prayers. During period of prophetic ruler, mosques were use as the headquarters of the Islamic state’s supreme leadership, as center of education and learning, as hospital where causalities of war are treated and others. During period of prophetic ruler, mosques are the center of activities for Muslim people. Unlike today, some of mosques are abandoned and left behind waiting to deteriorate [2]. Muslim community nowadays needs to know ways on fully utilizing the presence of mosque. There are many activities that can be implemented and one of its ways is through Network of Mosque in which, it is to establish the mosque as the center of activities (I. Nasution, A. Dahlan, I. Husaini, & H. Ahmed, 2015). Other than that, The Muslim Parliament of Britain encourages dialogue between Imams and community organizations and in order to build alliances with such organizations with a view of facility changes [2]. A bond between mosques and community need to be established to make changes in mosque facilities. Mosques can offer variety of facilities in terms of education, health, break fasting during month of Ramadhan and others. One of the facilities that mosques can offer is transporter and car rental services.

A. Car Rentals

One of the facilities mosques can offer are car rentals in which, it provides transportation to those people in need. Car rentals targeted on people who did not have a car or people who are desperate in need of car at the moment. One of the most popular web-based in car rentals is Avis. The website offered wide ranges of cars and locations across Malaysia. Users can simply book a car and it is ready to be use.

B. Transporter

It is similar in grabbing a taxi. One of the examples that can be taken is Grab application. This application demonstrates ways users can grab a transport with ease. Grab application provide transport services from taxi driver and car driver in which, car driver need to join or sign up with the application to be part of car driver. User can simply grab a transport by one-click. Car driver from the nearest user location will receive notification and fetch user from their current location.

V. METHODOLOGY

a. Survey

The surveys are done through questionnaires that are generated from Google online form. We get respond about 15 respondents for each customer segments who are different in gender, age and profession. The feedback differ from different gender, age group and profession. Different from interview, online survey have specific designed answers and options that we expect to get from the respondent. From there, the answer are compiled and compared. The information are then used to enhance our business model.

b. Research Strategy

One of the methods we used to gather information is research strategy. Online researches were done and all the data from certain database we gather are observed. We also get some resources from some articles to make comparison in purpose to establish initial Business Model Canvas (BMC) and Value Proposition Design (VPD). The research was also done through some company who had the similar business which is car rental and transporter services. New strategy is also gained from the research that was conducted.

c. Observation

Observation is used to observe what the people prefer. We observed the trend of the people around especially university student. University student usually have the highest possibility to rent car compared to working people. Other than that, online business nowadays is increasing and they need someone or some options to transport their goods. Therefore, transporter is one of current trend today.

VI. CONCEPTUAL SOLUTION & FUTURE WORKS

A websites that provide transportation service through Network-of-Mosque (NoM) will be great turnover for mosque activities and facilities. It does not only provide transportation for users, but it also provides job opportunities to other people. This effort can be broaden through Network-of-Mosque (NoM). By doing so, admin people that managed the websites should reinforce the system. One of the plans is by modifying the websites to an application. For an application, it does not require a user to use mobile data. In other words, it can be accessed offline. This would be a great benefit to user especially. By applying this method, it can be seen that a lot of people can access with ease and thus help in boost income. Other than that, a major variety of transportation are offered through the website. Users will have a variety of choices in choosing transportation to rent. In addition, the vehicles are maintained and keep safe by workers. By doing so, some customers gain trust and will become loyal to the services provided.

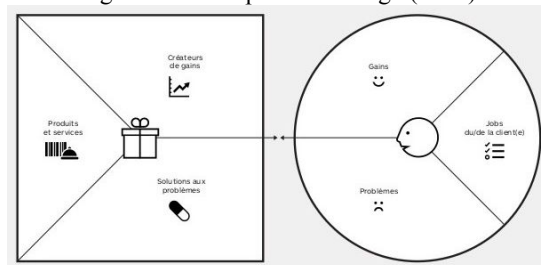
VII. CONCEPTUAL MODEL

The initial Business Model Canvas (BMC) for i-Transporter service as shown in Figure 1, it consist of four customer segments which are students, disability people, people who cannot drive and big family with no cars.

Amongst the revenue stream for the i-Transporter service it would be service cost for traveler, courier for sellers to deliver goods and rental cost.

In maintain customer relationship, having a good CRM is needed.

Fig 1: Value Proposition Design (VPD)



Furthermore, the key partners for the i-Transporter are the Government Agencies, Government Islamic Department (JAKIM) for collaboration in Islamic related activities, mosques, friends and relatives and transporter. The cost structure included maintenance of website and transporter salary. The Key Resources included transporter, cars and vans.

VIII. ANALYSIS AND FINDING

Business Model Canvas (BMC) based on the business proposed. Business Model Canvas is a simple tool for designing innovative Business Model which is a simple

graphical template describing nine essential components: Customer Segments, Value Proposition [Fig. 2], channels, customer relationship, revenue streams, key resources, key activities, and costs. The following are the proposed of nine blocks of BMS for i-Transporter service through Network of Mosque (NoM).

Customer Segments: The Customer Segments is the society or the organization that involves and has a contribution in developing Network of Mosque: i-Transporter. The customer segments included Students, Big Family who does not have car, Poor people, Disable people, Orphanage, People who cannot drive, Sick people, Family of deceased, and Businessman.

- A. **Value Propositions:** The Value Proposition is the value of the services that provided in i-Transporter in order to satisfy the needs and requirements of customers. The value proposition included trusted transporter, comfortable cars, affordable services, help descendant of deceased to deliver body and courier for seller to deliver goods.
- B. **Revenue Stream:** The revenue streams is the revenue that generate from the customer to cover the cost structure in developing i-Transporter service. The revenue streams included:
 - Service cost for traveler, courier for sellers to deliver goods
 - Rental cost
- C. **Key Activities:** The Key Activities is the main activities that provide in i-Transporter to provide the benefits to society. The key activities included provide transportations, medical assistant and Jenazah Transportation.
- D. **Key Resources:** The Key Resource describes the most necessary assets required to process Network of Mosque: i-Transporter. The Key Resources included transporter, cars and vans.

E. **Key Partner:** The Key Partner describes the people or group of people who that acts as a partners in order to run the i-Transporter service. The key partners included:

- Government Agencies
- Government Islamic Department (JAKIM) for collaboration in Islamic related activities.
- Mosques
- Friends and relatives
- Transporter

F. **Cost Structure:** The Cost Structure is the cost amount must be paid from the activities that utilized while developing i-Transporter through Network of Mosque (NoM). The cost structure included maintenance of website and transporter salary.

G. **Customer Relationship:** The Customer Relationships is the type of relationships that used in i- Transporter in order to maintain a good relationship with customers. The purpose of having community platform such as Facebook and Portal is to share knowledge and receive all the feedbacks and problems from the clients. From this medium, improvement can be made based on their suggestions. Whatsapp and Telegram will be another medium for communication for clients to contact people for services.

H. **Channels:** The Channels are the parties that communicate in i-Transporter service in order to achieve the value proposition. The Channels included:

- I-Transporter portal
- Social network sites
- Online portal
- Network of Mosque (NoM)

CONCLUSION & FUTURE WORK

Fig. 2: Initial Business Model Canvas (BMC)

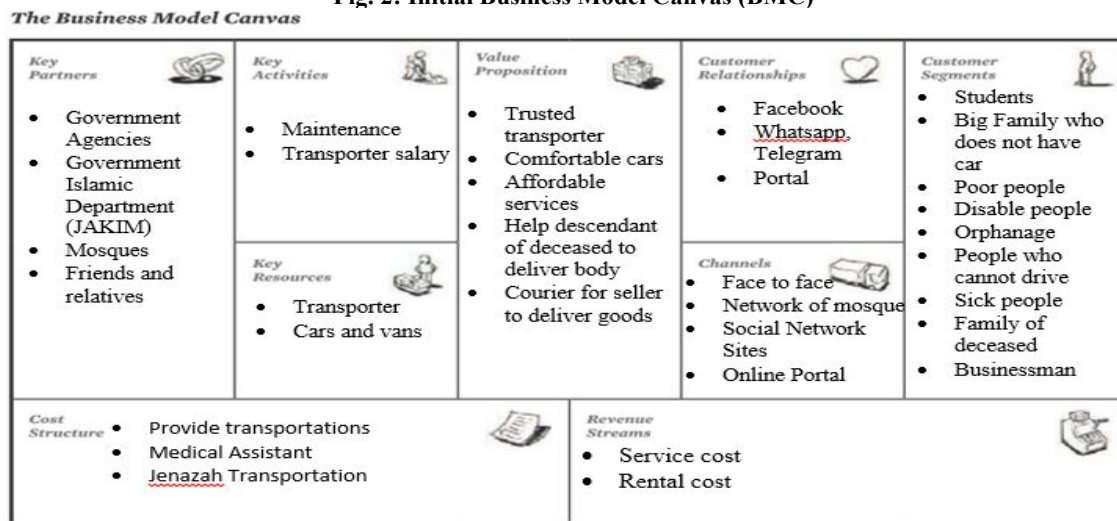


Table. I Initial Value Proposition

CUSTOMER SEGMENTS	CUSTOMER JOBS	GAINS	PAINS	GAIN CREATORS	PAIN RELIEVER	PRODUCT & SERVICE
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Students	*Go to interview *meet friends *Emergency *Buy things at market *Go to campus *Go to training *Saving money	*Trusted services *Time saving to find transport *Can get a transport in anytime *Saved money *Can reach to the destination in time	*Missed/ hard to find public transport *Does not have driving license *Late to class / interview/ appointment *Trust and safety *The rate is expensive *Hard to find transport during emergency	*Offer a trustworthy registered transporter *Give services at affordable price Save time: All one place	*Always available *Trustworthy transporter *Provide a safety transportation *Can drive to any destination *Give affordable price	*Trusted car renting, transporter *Provide transportation to those people in need
PEOPLE WHO CANNOT DRIVE	*Go to interview * Works * Class *Supermarket	*Can get transport *Save money *Time saving: in finding public transport	*Uncomfortable *Time value *Difficult to find public transport	*Can be reached anywhere & anytime * Fast service *valuable price *offer paid transportation	*quality of transportation * trustworthy transporter * provide at any location	* trusted driver *meet safety specification of driver and transportation
BIG FAMILY WITH NO CARS	*Going for vacation *emergency *travelling for long journey *save money	*trusted services *to travel with all the family members at the same time *to have a transport that carry big number of people *transporter during family vacation *bigger transport only for certain time	*not able to travel together with the whole family members *only one person that can drive in the family * trust and safety *the rate is very expensive to rent multiple number of cars *cannot find any transport for emergency *only have cars that can fit for small no of passengers	*offer a trustworthy registered transporter *give services at affordable price *provide variety of cars for rental during family vacation *saved time: all one place *provide more seated car for big no of people	*travel with large no of people at the same time *give affordable price * trustworthy transporter *available anytime during emergency *provide safety transportation	*trusted car renting/ transporter *provide transportation to those people in need
DISABILITY PEOPLE	*Meet families/ friends *travelling *emergency *travelling *earn for living *shopping for groceries *easy to go to campus	*convenience to go to certain places *trusted services *easy to rent the car & prevent from wasting time to find transport	*late & physically exhausting to find public transport *no reaching to the class early *unable to move around the places *difficult to go for job on time *the price of public transport is expensive	*give services at affordable price *save time & money *offer a trustworthy registered transporter *can rent any type of vehicles that are available	*give affordable & suitable price *concern & trustworthy transporter * operate a vehicle that can transport & provide their wheelchair & can reach to any places on time	*trusted car renting/ transporter *provide transportation to those people in need *focus on facilities & right to use the transportation

Fig.3 New Business Mode Canvas (BMC) – after survey








<p><i>Key Partners</i> </p> <ul style="list-style-type: none"> Government Agencies Government Islamic Department (JAKIM) Mosques Friends and relatives Transporter Hospital in Malaysia for treatment services 	<p><i>Key Activities</i> </p> <ul style="list-style-type: none"> Provide car rental services Medical Assistant <u>lenazah</u> Transportation Travelling to tourist <p><i>Key Resources</i> </p> <ul style="list-style-type: none"> Transporter Cars and vans Programmer that can build i-Transporter website 	<p><i>Value Proposition</i> </p> <ul style="list-style-type: none"> Trusted transporter Comfortable cars with good accommodation Affordable services & save time Courier for seller to deliver goods Convenience for people to find the mosque everywhere and at any time 	<p><i>Customer Relationships</i> </p> <ul style="list-style-type: none"> Facebook <u>Whatsapp</u>, Telegram Portal <p><i>Channels</i> </p> <ul style="list-style-type: none"> Face to face Network of mosque Social Network Sites I-Transporter Portal 	<p><i>Customer Segments</i> </p> <ul style="list-style-type: none"> Students Big Family who does not have car Poor people Disable people Orphanage People who cannot drive Tourists
<p><i>Cost Structure</i></p> <ul style="list-style-type: none"> Medicine Transporter salary Portal development/ Maintenance 		<p><i>Revenue Streams</i></p> <ul style="list-style-type: none"> Service cost Rental cost Donation 		

Table II. New Value Proposition - after survey

CUSTOMER SEGMENTS	CUSTOMER JOBS	GAINS	PAINS	GAIN CREATORS	PAIN RELIEVER	PRODUCT & SERVICE
Students	*Go to interview *meet friends *Emergency *Buy things at market *Go to campus *Go to training *Saving money	*Trusted services *Time saving to find transport *Can get a transport in anytime *Saved money *Can reach to the destination in time	*Missed/ hard to find public transport *Does not have driving license *Late to class / interview/ appointment *The rate is expensive * does not own car	*Offer a trustworthy registered transporter *Give services at affordable price Save time: All one place	*Trustworthy transporter *Provide a safety transportation *Give affordable price	*Trusted car renting, transporter *Provide transportation to those people in need
PEOPLE WHO CANNOT DRIVE	*Go to interview * Works * Class *Supermarket	*available during emergency *ime saving in finding public transport *cost value *can get transport	*Uncomfortable *Time value *Difficult to find public transport	*Can be reached anywhere & anytime * Fast service *valuable price	*quality of transportation * trustworthy transporter * provide at any location	* trusted driver *meet safety specification of driver and transportation
BIG FAMILY WITH NO CARS	*Going for vacation *travelling for long journey	*trusted services *to travel with all the family members at the same time *to have a transport that carry big number of people *transporter during family vacation	*not able to travel together with the whole family members *only have cars that can fit for small no of passengers *the toll price nowadays is expensive *the price of any other public transportation is high	*offer a trustworthy registered transporter *provide variety of cars for rental during family vacation *saved time: all one place *provide more seated car for big no of people	*travel with large no of people at the same time *give affordable price * trustworthy transporter *give affordable price	*trusted car renting/ transporter *provide transportation to those people in need

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DISABILITY PEOPLE	*Meet families/friends *travelling *emergency *travelling *earn for living *society work *easy to go to campus	*convenience to go to certain places *trusted services *easy to rent the car & prevent from wasting time to find transport *easy to travel throughout the country	*late & physically exhausting to find public transport *lack of accommodation *unable to move around the places *difficult to go for job on time *the price of public transport is expensive	*give services at affordable price *save time & money *offer a trustworthy registered transporter *can rent any type of vehicles that are available	*give affordable & suitable price *concern & trustworthy transporter * operate a vehicle that can transport & provide their wheelchair * can reach to any places on time *provide safety & comfortable transportation *always available & punctual	*trusted car renting/ transporter *provide transportation to those people in need *focus on facilities & right to use the transportation
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Figure 3 shows the new blocks of Business Model Canvas (BMC) based on the business proposed. Business Model Canvas is a simple tool for designing innovative Business Model which is a simple graphical template describing nine essential components: Customer Segments, Value Proposition, channels, customer relationship, revenue streams, key resources, key activities, and costs. The following are the nine blocks of BMS for i-Transporter services through Network of Mosque (NoM).

A. **Customer Segments:** The Customer Segments is the society or the organization that involves and has a contribution in developing Network of Mosque: i-Transporter. The customer segments included:

- Students
- Big Family who does not have car
- Poor people
- Disable people
- Orphanage
- People who cannot drive
- Tourists

B. **Value Propositions:** The Value Proposition is the value of the services that provided in i-Transporter in order to satisfy the needs and requirements of customers. The value proposition included trusted transporter, comfortable cars, affordable services, help descendant of deceased to deliver body and courier for seller to deliver goods. Moreover, it will be beneficial and convenience for people to find car rental services since mosque can be searched at anytime and anywhere.

C. **Revenue Stream:** The revenue streams is the revenue that generate from the customer to cover the cost structure in developing i-Transporter service. The revenue streams included:

- Service cost for traveler, courier for sellers to deliver goods
- Rental cost
- Donation from society

D. **Key Activities:** The Key Activities is the main activities that provide in i-Transporter to provide the

benefits to society. The key activities included provide transportations, medical assistant. Traveling for tourists and Jenazah Transportation.

E. **Key Resources:** The Key Resource describes the most necessary assets required to process Network of Mosque: i-Transporter. The Key Resources included transporter, cars and vans and programmer who can manage i-Transporter portal website.

F. **Key Partner:** The Key Partner describes the people or group of people who that act as a partners in order to run i-Transporter service. The key partners included:

- Government Agencies
- Government Islamic Department (JAKIM) for collaboration in Islamic related activities.
- Mosques
- Friends and relatives
- Transporter

G. **Cost Structure:** The Cost Structure is the cost amount must be paid from the activities that utilized while developing i-Transporter through Network of Mosque (NoM). The cost structure included maintenance of website and transporter salary.

H. **Customer Relationship:** The Customer Relationships is the type of relationships that used in i-Transporter in order to maintain a good relationship with customers. The purpose of having community platform such as Facebook and Portal is to share knowledge and receive all the feedbacks and problems from the clients. From this medium, improvement can be made based on their suggestions. Whatsapp and Telegram application will be another medium for communication for clients to contact people for services.

I. **Channels:** The Channels are the parties that communicate in i-Transporter service in order to achieve the value proposition. The Channels included:

- I-Transporter portal
- Network of Mosque (NoM)
- Social Network Sites

CONCLUSION & FUTURE WORKS

Transportation is an important service to people and it provides enormous contributions in people to omit daily life. The challenges faced by transportation service have surely impact the user in which it covers in term of cost, speed and trust. Although new type of transportation service has laid in Malaysia, people are still moving form one place to another by using public transport. People's habitual in using public transport in omitting daily life did not shake the new rises of transportation across Malaysia. The reason is because, user are urge in finding new method of travelling form one place to another. User hopes for to have new transportation services that are more reliable or better than the usual. The new business model canvas (BMC) proposed in the study indicates the desire of people in expecting new way of transportation service. The proposed of service highlight in this paper is I-Transporter service, in which it is a business that is developed through network of mosque (NoM) collaboration with other mosques and there will be a website that provide information for those who need to rent a vehicle especially for those who are not able to buy car or drive, and disable people. All they needed is trusted service and safety. People can easily find the available information related with transportation services through the website and moreover, they can also register their name as transporter in website provided. However, there study comes with several limitations. Future research should seek to overcome these limitation and improve the subject matter by understand user requirements. A websites that provide transportation service through Network-of-Mosque (NoM) will be great turnover for mosque activities and facilities. The first area for future works is it does not only provide transportation for users, but it also provides job opportunities to other people. The second area in future works area is by modifying the websites to an application. For an application, it does not require a user to use mobile data. In other words, it can be accessed offline. This would be a great benefit to user especially. By applying this method, it can be seen that a lot of people can access with ease and thus help in boost income. Islam teach to providing business that gives benefits to community. Hopefully i-Transporter can give more advantages to everyone especially for people who needed this service and make ease for each of our works in dunya and in akhirah. May Allah grant His blessing to His mankind, Allah wills.

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