

Event2U e-commerce platform – Enabling mosques as integrated, holistic, comprehensive Centre-of-Excellence in enhancing the Muslim community’s wellbeing

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Abstract- This paper proposes a conceptual solution to enrich the mosque’s role as an ideal integrated center towards a holistic & comprehensive mosque by providing effective services and facilities through an e-commerce platform (Event2U). Event2U is a Consumer-to-Consumer (C2C) business model which aims to provide a platform for vendors, mosque and event planner to promote their services and facilities to the customers as well as a One-Stop Centre for the customers to find the best and highest quality services and facilities that suited their event requirement. This system provides a platform for advertising services and facilities only, whereas the process of transaction occurs outside this system. Nine blocks of Business Model Canvas (BMC) framework, Literature Review, strategy canvas, value proposition design (VPD) and environmental map have been used as the methodologies for this paper.

Index Terms- one-stop centre, advertising, facilities, e-commerce, on-line platform, Network of Mosque [NOM], BMC, VPD

I. INTRODUCTION

During the prophet’s time, the Mosque was meant not only for performing prayers at formally appointed times, but also for many other religious, social, political, administrative and cultural functions. However these days the functions of the mosques are not as vibrant as the prophet’s time [1]. The mosque should always contains as many purposeful and serviceable components and facilities as possible to create a more effective community center as this will encourage the Muslim society to build an attachment with the mosque which will make them frequently visiting the mosque. Thus, to achieve these powerful missions, the role of the mosque should be made viral and should be a mainstream among the Muslim society. Event2U has a great potential to enhance the quality of the mosque as One-Stop Centre which then will improve the social welfare for the society as well as generate an income to upgrade the mosque infrastructure.

II. BACKGROUND

Nowadays, the Internet has known as a powerful advertising and marketing tools for many companies to do commercial transaction or well known as e-commerce while promoting and selling their goods and services at once all around the world, anytime and anywhere. Besides, e-commerce cover a wide range of numerous types of businesses from a small scale of business to a big scale such as retail services, music site, event services or exchanges goods and services between companies. Therefore, people presently tend to buy or do anything online. But based on the observation and current scenario, it seems like the role of mosque is uncommonly promoted in any platform of e-commerce especially in event management platform. Even though nowadays, people especially Muslims start to make a mosque as a place for them to organize an event but unfortunately it is still oddly enough in e-commerce world.

III. PROBLEM STATEMENT

Not every mosque has its own specific online platform that they can used to promote and advertise the services and facilities provided by them. Therefore, not many people are aware of those facilities or services that they provided as many assume that mosque is only for the purpose of Ibadah. Thus, Event2U is the best solution for this problem as it acts as an e-commerce platform that gives opportunities for the mosque to enrich its role as effective one-stop centre for the community by promoting the services and facilities that mosque provides. Through this platform, mosque can expand their market as well as generate more income to improve social welfare and mosque infrastructure.

IV. LITERATURE REVIEW

- **ievent.biz**

Inspired Events was founded in 2008 located at 25-1a, Jalan 109e, Taman Desa Business Park, Kuala Lumpur, Wilayah Persekutuan 58100 Malaysia. The purpose of Inspired Events is to build a full-service event management agency that focuses on corporate events. Therefore, the only center of this agency's customer segment is corporate or private sector. This agency has experienced conducting plenty of professional events such as awards nights, gala dinners, concerts, family days, product launches, exhibitions, roadshows, launch parties, conferences, media events and many more. Its mission is to be a Centre of Event Management Excellence in Malaysia and globally where creativity and quality is the heartbeat of the organization.

In Inspired Events, one of the value proposition that they try to deliver to their targeted customer is they offer a complete yet professional event management starting from the strategy and planning of the event, the venue selection, the caterer, security, accommodation and all until event debrief, evaluation and reporting. Besides, they also offer few services such as graphic design for invitations and banners, room styling and theme, lighting & audio design and many more other services that surely will please their targeted customer. Plus, they also provide technical and production as one of their value where they will ensure the technical part will run smoothly, safely and securely during the event.

One of the way for Inspired Events to keep interacting with their targeted customer is through their official website at www.ievents.biz. This website is utilized by this agency to promote their biggest objective, mission and vision. Plus, they also use this website for the targeted customer to view all the services they have and see the feedbacks from their previous clients. Through the website, they have a feature that link the page to their social media accounts such as Facebook, Twitter and Google Plus. Moreover, they also provide a feature named 'Contact Us' where the visitor of the website is free to ask anything regarding of their services and agency or discover any new job opportunities. Basically, the purpose of this website is to advertise their services and agency only. If the customer wants to ask anything, they can either email them or directly contact them through the contact number as stated in the website.

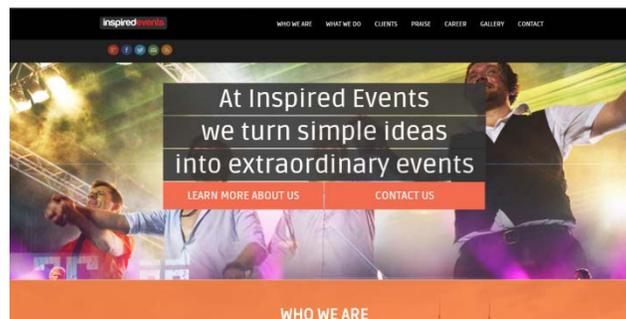


Figure 1: The interface of ievent.biz

- **essentialwerkz.com**

Essential WerkzPte Ltd was established in 2001 based in Singapore. It is an integrated marketing and event management company that manage and organize all types of high-standard events such as corporate event meeting, dinner and dance, product launches, media launches, exhibition, road show and many more. Furthermore, Essential WerkzPte Ltd is offering the highest standards and goals to all the marketing needs. Therefore, this event services company is focusing on the company, corporate or organization as their targeted customers.

In Essential WerkzPte Ltd, the value propositions that they try to deliver to their valued customers by claiming themselves as an essential marketing partner in brand building in pursuit towards business excellence by providing ideas that will help their customers' marketing campaigns. They will try their best to give to their customers ideas that work. Besides, this company also provides few services such as marketing services, direct marketing services, event services, logistics and warehousing, web solutions and many more in order to ensure their company able to fulfill their customer's' needs. Plus, they also offer a timely support event management where they render any help that needed by their targeted customers in the shortest possible time.

Essential WerkzPte Ltd uses their official website essentialwerkz.com, LinkedIn and Facebook as a channel to keep interacting with their customer segments by exposing and promoting their values to the potential customers. This website consists of the background of the company and the team that work for it. Plus, this website also utilized by this company to establish their association and membership with Singapore Association of Convention and Exhibition Organizers (SACEOS), Association of Small and Enterprises

(ASME) and Asian Federation of Exhibition and Convention Associations (AFECA). However, the customers can not use the website to directly interact with the team but customers can contact them through the contact information given in the website.

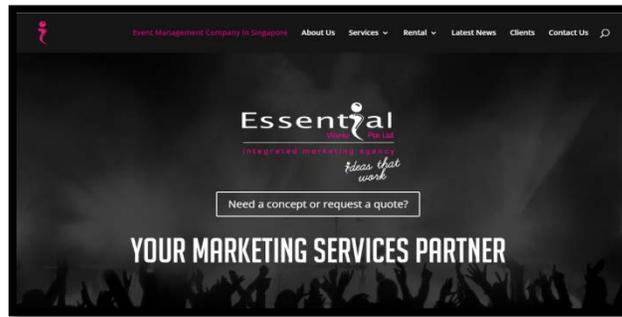


Figure 2: The interface of essentialwerkz.com

- **annahdhah.org**

An-Nahdhah Mosque was officially opened to public on 6th January 2006 in Bushan, Singapore. The vision of this mosque is to guide the community and its mission is to change the lives of people especially Muslims around the circle area. Therefore, one of their customer segments is particularly Muslims community since the mosque's committees are aiming to serve both religious and spiritual needs as well as providing a platform for the Muslims community to gather and do any other social activities. Besides, parents with children in the age of kindergarten are also one of their customer segments because this mosque has their own kindergarten whereby parents can send their child in the age of 4 to 6 here to learn both academic and Islamic teaching too. In addition, the mosque's committees are also aiming anyone who wants to volunteer to be part of the mosque's committees. Those volunteers will help the mosque's committees to organize any events or programs that can strengthen the bond and engage the mosque's committees and the Muslims community around them through the spirit of volunteerism. Plus, they are also searching for anyone who wants to donate for the mosque as one of their customer segments since funds are needed for the maintenance of the mosque.

An-Nahdhah Mosque offers few values proposition to attract people especially Muslims community around Bushan area. One of the value that An-Nahdhah Mosque committees try to offer is by providing a 'one-stop' center where anyone can use and rent the facilities and venue in the Mosque for any events. This mosque also has a 2-storey building named Harmony Centre to showcase Islamic exhibitions, artifacts and all the information about Islamic civilization and lifestyle. The purpose of Harmony Centre is to expose and attract Muslims community to know about Islam. Plus, few volunteer activities have been organized by the mosque committees to attract Muslims youth to mosque. Those activities also will train the volunteers to be the leader in example, knowledge seeker and build a strong network with other people. Besides, the mosque offer few values for kindergarten children whereby they are not only learn about academic matters in kindergarten but they also will be exposed with Islamic teaching such as adab, akhlak, tajwid and many more as well as Islamic programs such as MaulidurRasul, IsrakMikraj and many more.

One of the channels that are used by An-Nahdhah Mosque community to keep connecting with people around them is through official website at www.annahdhah.org and also social media which is Facebook and Instagram. They utilize the use of these channels to promote upcoming and previous events or programs at An-Nahdhah Mosque.



Figure 3: The interface of annahdhah.org

- **Event Space**

Event space is basically focusing on corporate event where they offer a service to organize any corporate event and program. One of their customer segments is event venues that provide a venue with facilities and caterer services such as hotels, conference centers, resorts, homestays and many more. Plus, full-time event planners are also listed as one of their customer segments. Basically, full-time event planner will responsible to organize and manage the internal flow of the event starting from the preparation until the end of the event. In addition, companies that need to host any events is also one of the customer segments.

Event space offers few value propositions to all of their potential customers in order to attract them such as it gives event planners a forum to keep interacting with one another directly. Plus, Event space is also providing a place for previous customers to give their review, feedback and rating. This is helpful to event planner and event venue and caterer services in order to gain their potential customer confidence and trust with the offered services. Plus, it will also inspire them to do better and keep improving their services while maintaining their previous positive records.

In Event space, they use their official website as a primary channel to keep interacting with the potential customers. Besides, social media which is Facebook, Twitter, and Instagram also used for the customer relationships between Event space and their customer segments. Event space also guaranteed professional services for their customer segments Hence, Event space are working hardly to develop a functional website with a good UI and build customer base among end users and active vendors as their key activities. There are two key resources that event space keep as their assets which are financial and professional team. They use their financial source to grow and develop a professional team and sales force especially their engineers, human resources team that are accountable in maintaining the organization and business.

Event space's key partner is Amazon AWS. They use service from Amazon AWS to maintain the infrastructure and store database. In addition, Event space mostly spends their money to fix the organization and business. They need money to develop a professional team and overhead administrative since they have to go for training, workshop and many more. Thus, Event space gain their revenue by charging some fees from event venues and companies need to pay some to Event space whenever they access to the site. Figure 5 shows the Current Business Model Canvas of Corporate Event Space which is one of the examples of event management e-commerce system.

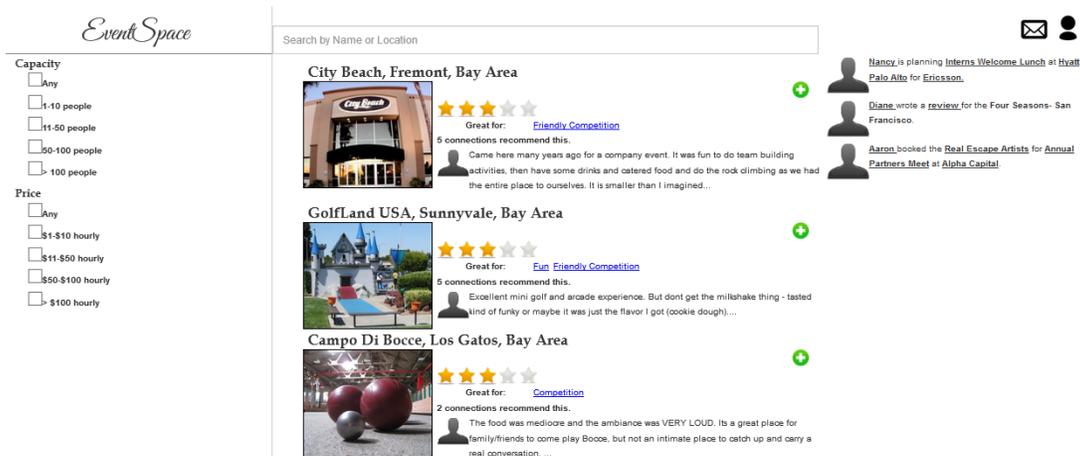


Figure 4: The interface of Event Space

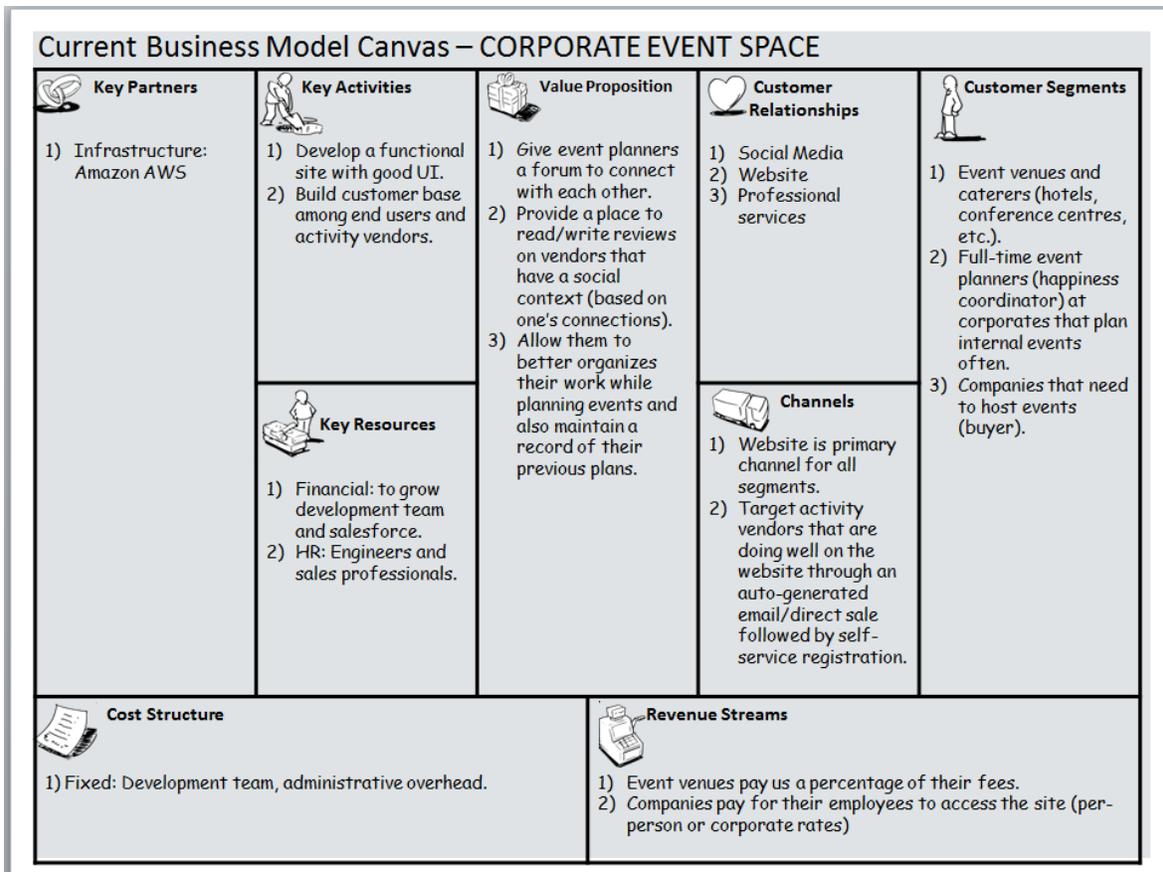


Figure 5: Business Model Canvas Corporate Event Space

V. STRATEGY CANVAS

Figure 5 shows the strategy canvas that has been applied to create a new market space as well as to make the competition irrelevant between the current systems.

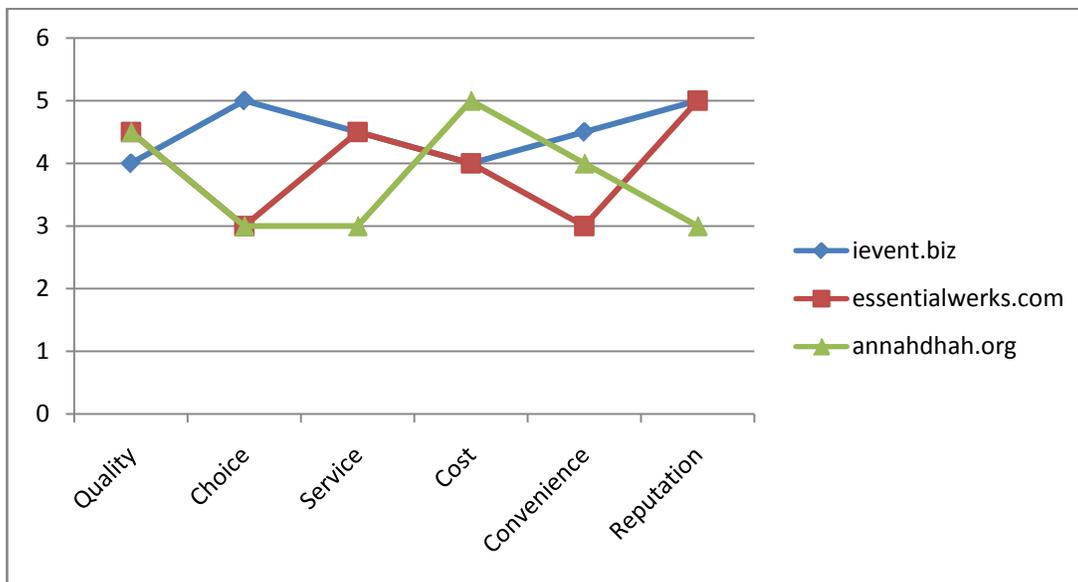


Figure 6: Strategy Canvas

VI. INNOVATOR’S DNA BEHAVIOUR

According to Furr, N. & Dyer, J. (2014), Innovator’s DNA Behavior is one of the methodologies that can be used to broadly search for the opportunities and insights on customer’s needs as well as the problems worth solving. Through the current business model canvas of the Corporate Event Space, the status quo has been challenged in order to create and refine new ideas as well as to bring a new tangible product to the marketplace. What if mosque becomes one of the customer segments? Mosque can be one of the venues for the event too. Therefore user will have variety of choices to choose the venue to hold an event. Why the customer segment limited only for event planner and caterer? Customer segment can be broadening by having more customer segment such as vendors and service providers. Why not open for individual customer instead of focusing to corporate event? Individual customer also can be potential customer who wants to use services to organize an event. Instead of using social media or mobile application, why choose website as primary channel for all segment? Nowadays, the number of mobile phone user is increasing due to the advancement of technology. Therefore, using mobile application can be one of the strategies of marketing to attract more users to use this event management services. Why using Yelp and WOM as outsourcing company rather than employed your own employee to manage the data and do marketing? Outsourcing is a good alternative, but building your own expertise among the employees is more beneficial for long term process. Then, why develop a functional site with good UI are one of the key activities? Lastly, why not company pay for the employees based on the number of booking made by the customer instead of companies pay for the employees to access the site (per-person or corporate rate)?

Based on the observation from the current Business Model Canvas and some existing platforms that work similar as event2u, the researchers found that network-of-mosque or the role of mosque as one of the platform for people especially Muslims to organize any event is still not well-known and ‘strange’ in any event management e-commerce platform nowadays. Besides, Muslims in Malaysia are not fully utilized the use of Mosque because they tend to think a mosque is just a place to organize religious events such as solemnization, wedding and spirituals event only. Therefore, the researchers realize that event2u as an opportunity to enrich the role of mosque as ‘one-stop’ center for Muslims as in the era of Prophet S.AW. Through event2u, people especially Muslims can organize any event such as exhibition, conference, bazaar, product launch, concert and many more.

In order to explore more on the customer’s need and problem, some interviews has been conducted where the interaction with diverse of people and customer segments occur in order to get new ideas. Mosque’s committee fully supported the idea of enriching the role of the mosque through this e-commerce platform. The interviewee also believes that through this opportunity, the quality of the mosque as community development center can be enhanced. Apart from that, it will also give huge benefits to the mosques as it can help the mosque to generate an income to upgrade the mosque infrastructure.

VII. ENVIRONMENT MAP

- **Key trends**

According to Frost and Sullivan (2015), “Malaysia to have 125 million connected devices in 2025 with over 58 million mobile subscribers. Ninety-five percent of all netizens, or internet users, will be active social network users, presenting a huge potential for digital marketing and ecommerce” (p.10). Therefore, Event Management using technological platform such as website and mobile application to promote services for various type of events which can helps vendors and event planner to expand their business and attract more customer to visit their sites. In addition, based on Frost and Sullivan (2015), “Social networking users in Malaysia are expected to nearly double to 25.6 million in 2020. Around 95% of Malaysian netizens will be part of social networking services” (p.47). From these statistic, it can be conclude that more internet user will using services provided and advertised in internet rather than visiting physical shop. Hence, promoting event management through website and mobile application are expected to be more reliable and profitable nowadays and in future.

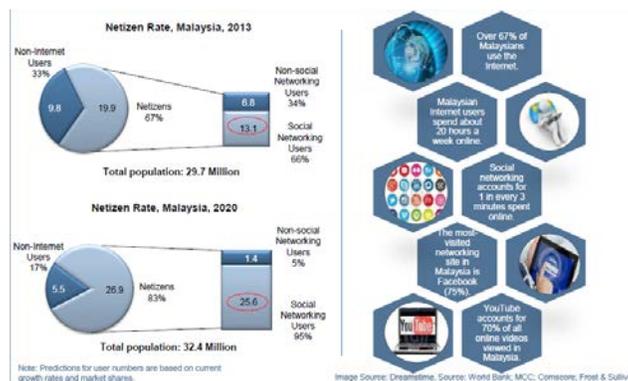


Figure 7: Netizen rate, Malaysia

• **Market forces**

E-commerce is one of the most preferable method nowadays to promote product or services in cyber world. In addition, e-commerce is expected to generate profit in our economic sector. According to Frost and Sullivan (2015), "Sales from online retail (eTail) to grow seven-fold to US \$6.1 billion in 2020, riding on the high smartphone and internet penetration, along with rising disposable, income in Malaysia" (p.14). It shown in the figure below:

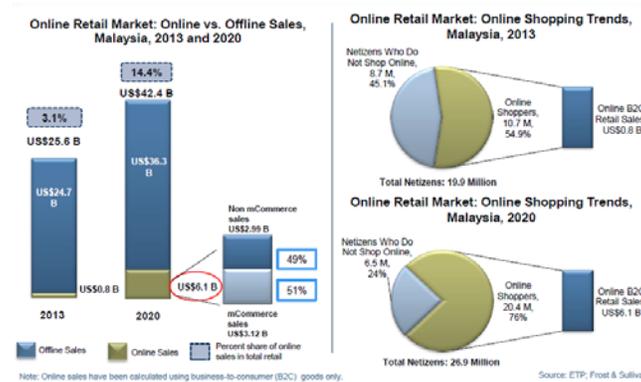


Figure 8: Online retail market: Online Shopping trends, Malaysia

• **Macro-economic forces**

Internet economy is becoming bigger and bigger due to the technological development and the increasing number of internet users nowadays. According to Frost and Sullivan (2015), "The internet economy (iGDP) market is expected to contribute 16% (US \$90 billion) to the GDP by 2025, up from 4.3% in 2010 as the importance of internet and digitally-connected solutions grows in the economic" (p.13).



Figure 9: Internet Economy market: Market size, Malaysia

• **Industry forces**

Event management industry becoming more popular as organizing an event becomes a trend nowadays. Apart from that, vendors or company are using social network to promote their services. There are many competitors in this industry; however there are not many platforms which promote event services from various types of vendors and also the mosque. Thus, Event2U come out with a different concept by promoting the mosque as a one stop centre to organize an event. This concept of combining the services from vendors, event planner as well as the mosque as a centre to organize events, make Event2U differ from the other competitors.

VIII. INITIAL BUSSINESS MODEL CANVAS

Figure 10 shows the initial business model canvas of Event2U which has been produced

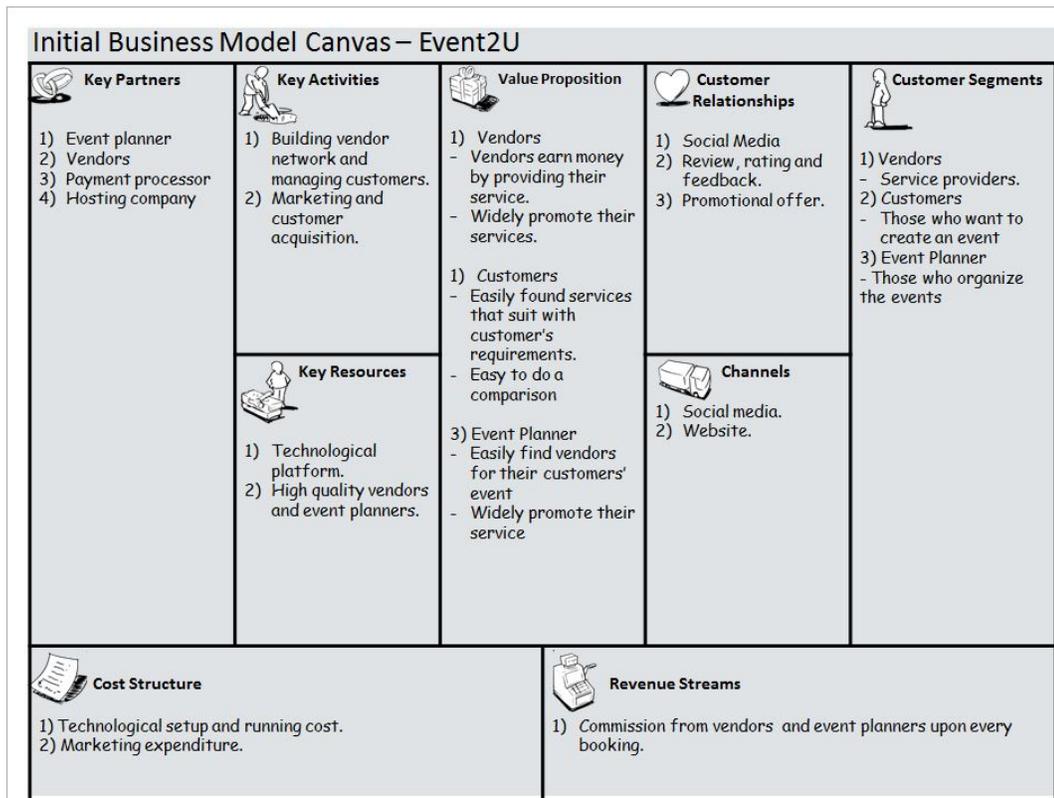


Figure 10: Initial Business Model Canvas Event2U

IX. INITIAL VPD

After exploring the customers' needs and problems, the value proposition canvas which consists of value map and customer profile has been created. This value proposition canvas is believed to create value for Event2U's customers as well as lowering the risk of failure. The objective of the value map is to describe explicitly how the products and services create value to the customers whereas the customer profile visualizes what matters to the customers in a sharable format.

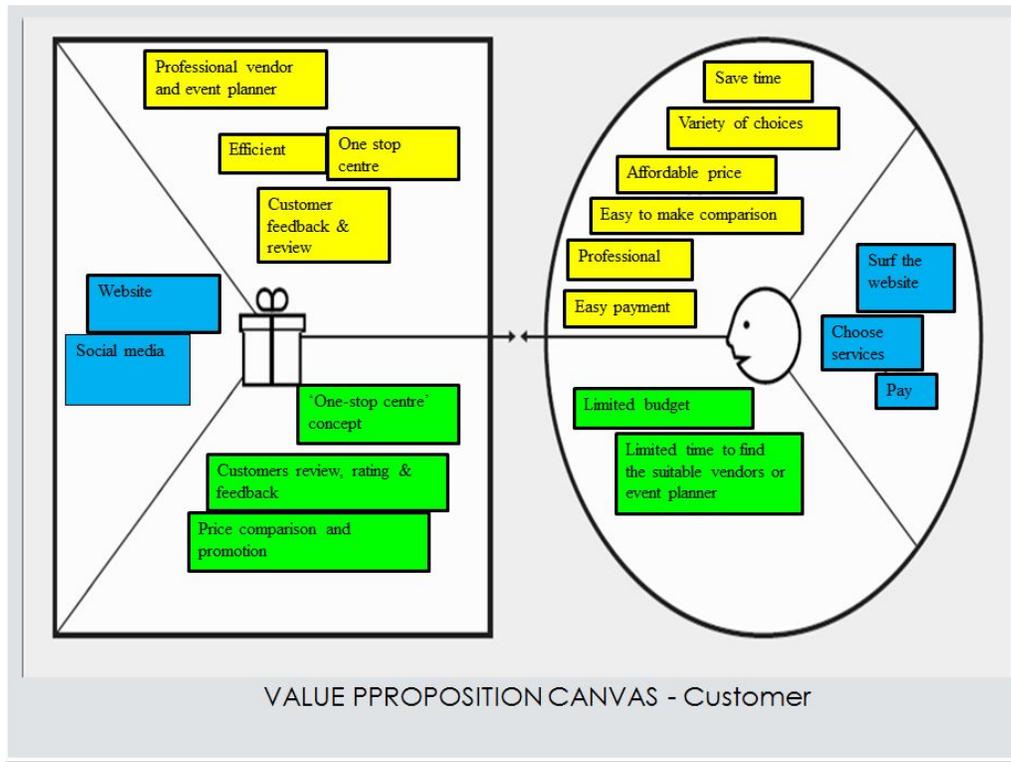


Figure 10: Initial value proposition canvas for customer

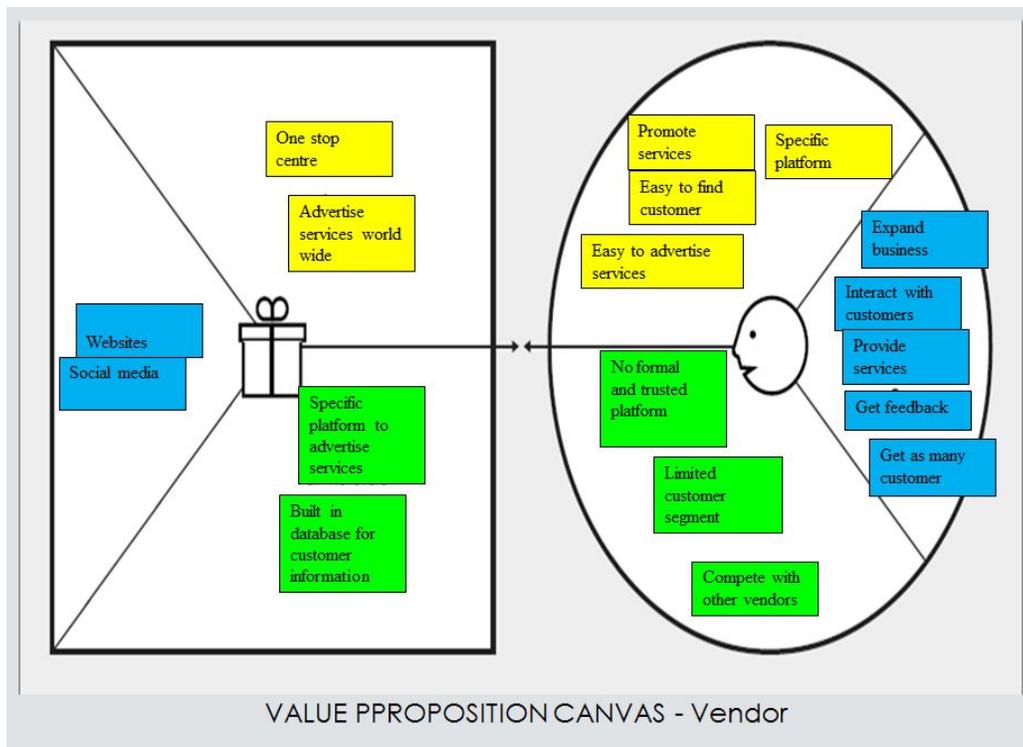


Figure 11: Initial value proposition canvas for vendor

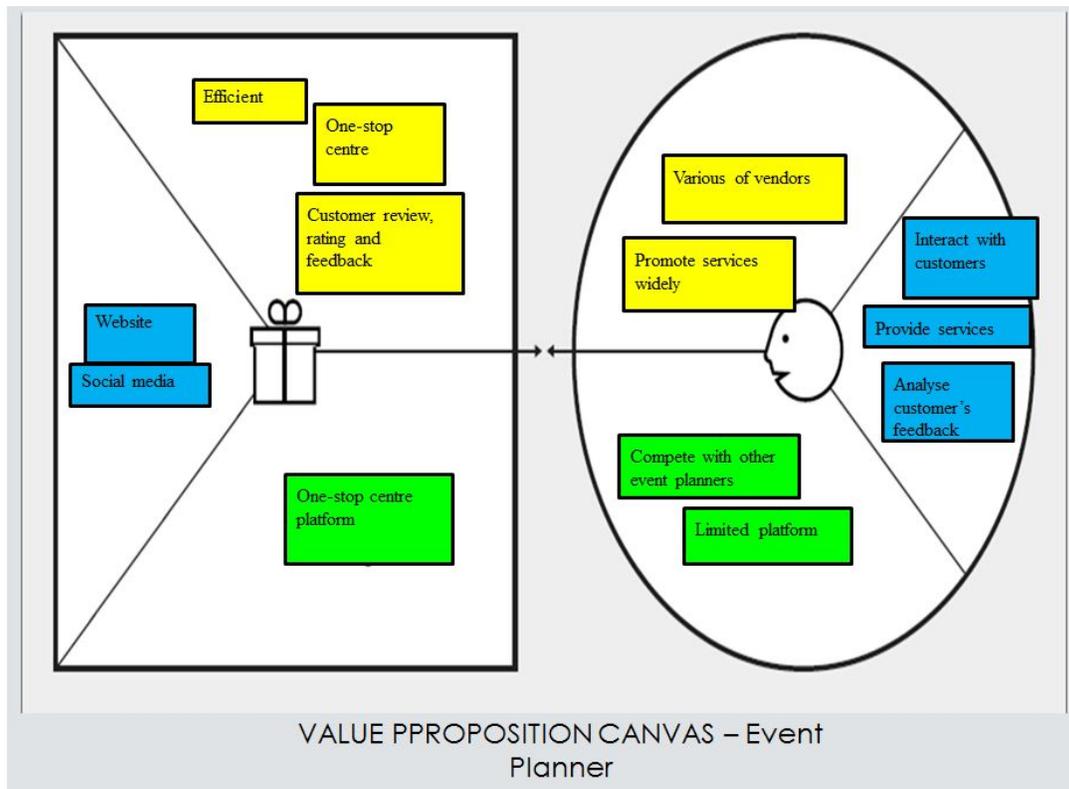


Figure 12: Initial value proposition canvas for event planner

X. VALIDATION OF INITIAL BUSINESS MODEL

INTERVIEW AND QUESTIONNAIRE RESULT

Primary research has been conducted through interview and questionnaire to gather more information from specifically target desired groups which are the customer segment of Event2U. The interaction with diverse of people and customer segments helps Event2U in getting new ideas. Customer segments including vendors, customers, event planners and mosque's committee have given their cooperation in answering the questionnaire and interviews. One of the respondents of the questionnaire is an event planner who has the experience of planning an event for more than two years. Besides providing services as an event planner, they also have their own services such as caterer, make-up, bridal dais and many more. They are using social media such as Facebook and Instagram to promote their services instead of using formal platform such as website. Usually they are taking charge according to a few packages provided that suitable with allocated budget from their customers. Some of the event planner use to collaborate with other vendors such as caterer and service providers. Lastly, they are very interested to use a platform such as website or mobile application to advertise their services and get customer feedback.

In the meantime, questionnaire also shows that most of the vendors prefer to use social media such as Instagram, Facebook and Twitter to not only promote their products or services but to directly interact with customers and get feedback or review from them. Plus, the vendors stated that the customers' demands are the most challenge that they need to face while dealing with the customers through social media. Besides, the survey shows that vendors will use e-commerce platform with the concept of 'one-stop' center if it able to attract a big cluster of people, save time and cost. Meanwhile, the result from interviewing the Mosque's committee shows that the mosque actually has a lot of facilities that they provide for the Muslim community. However, some of the facilities provided by them have quite limited space to accommodate a large number of people which will be less conducive to hold certain events. Thus, the mosque needs some income to upgrade the infrastructure so that it will give more opportunities to the community to organize their events there. Mosque's committee fully supported the idea of enriching the role of the mosque through this e-commerce platform and feel that it will be a great idea to promote their services too. The interviewee also believes that through this opportunity, the quality of the mosque as community development center can be enhanced. Apart from that, it will also give huge benefits to the mosques as it can help the mosque to generate an income to upgrade the mosque infrastructure.

The result from the customer survey in the figure 13 shows that about 64% from the customer has experienced in using services to help them organize an event, while another 36% never use any event management services. Based on the figure 14, three customers use

social media to find vendors or event planners, while another four customers prefer to directly meet the vendors face-to-face. The services that they need the most from the vendors are caterer, event planner and photographer/videographer. However, from the result in the figure 16 shows that the highest constraints faced by the customer while organizing an event are limited budget and time as well as lack of quality services from the vendor. Figure 17 shows that if there are specific platforms such as website or mobile application that provide event management services, 91% of the customer will use it. Lastly, the result shown in the figure 18 shows that there are a few features on the website or mobile application that are preferable by the customersuch as an online booking system, variety of choices, feedback page and online payment.

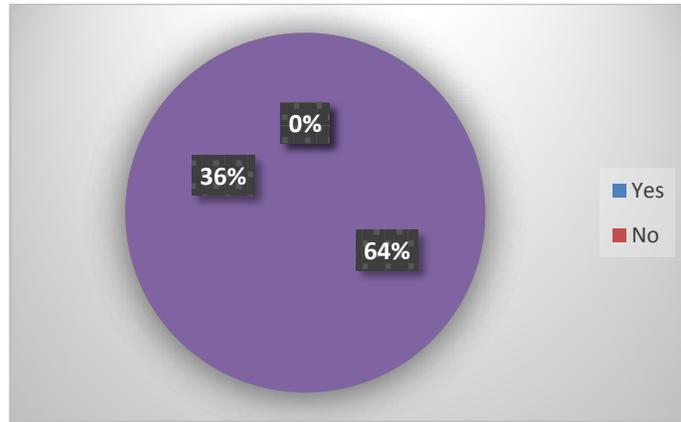


Figure 13: Experience in using services

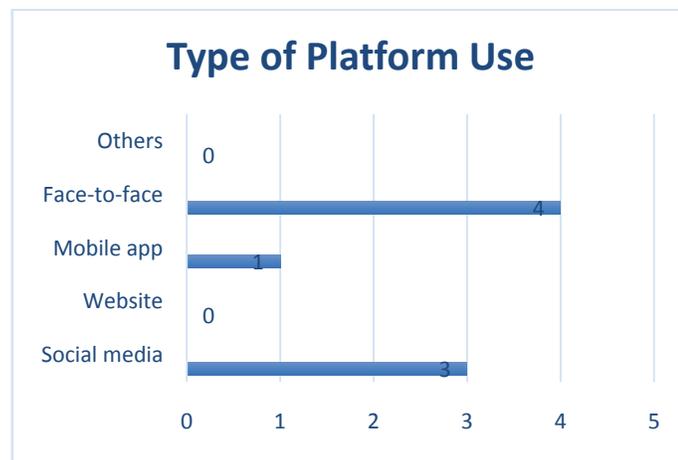


Figure 14: Type of platform used

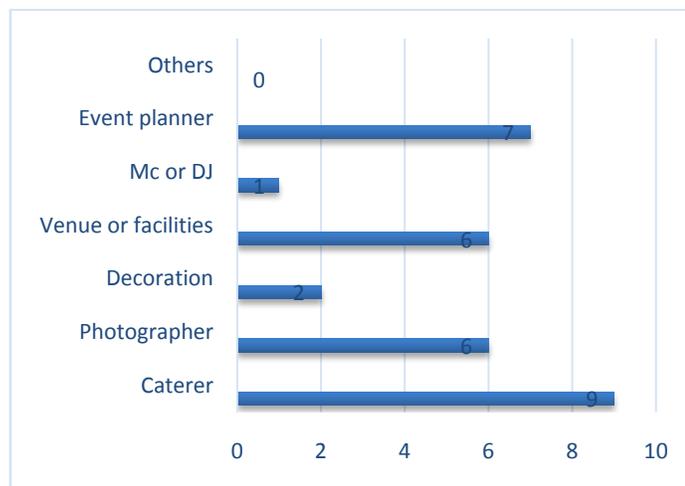


Figure 15: Type of services needed

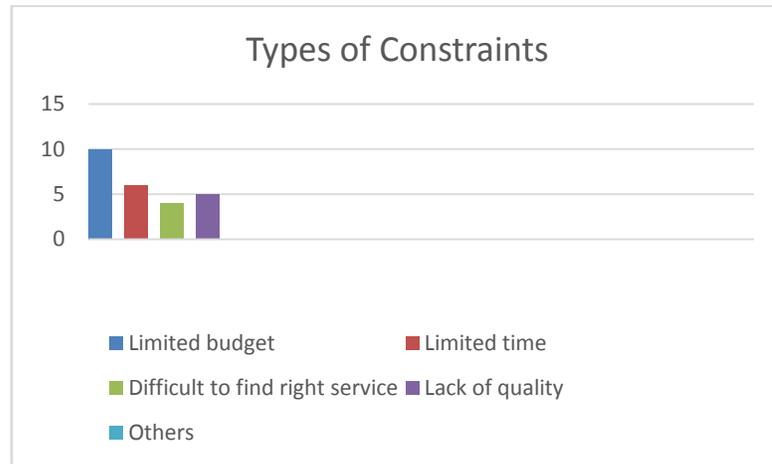


Figure 16: Types of constraints

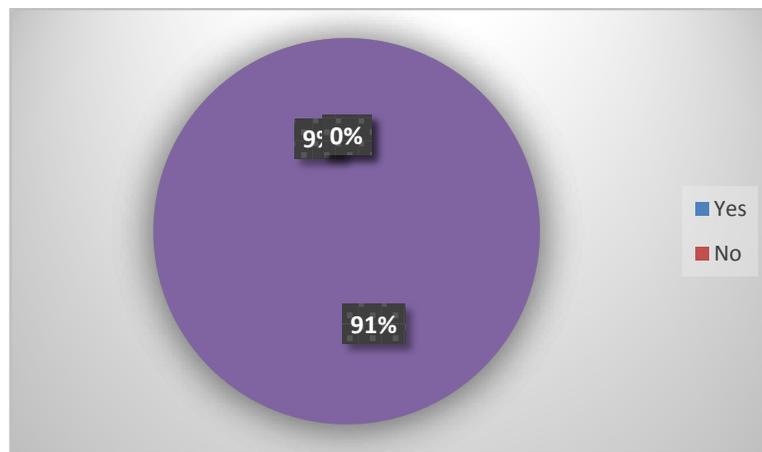


Figure 17: Website or mobile app as one-stop-centre platform

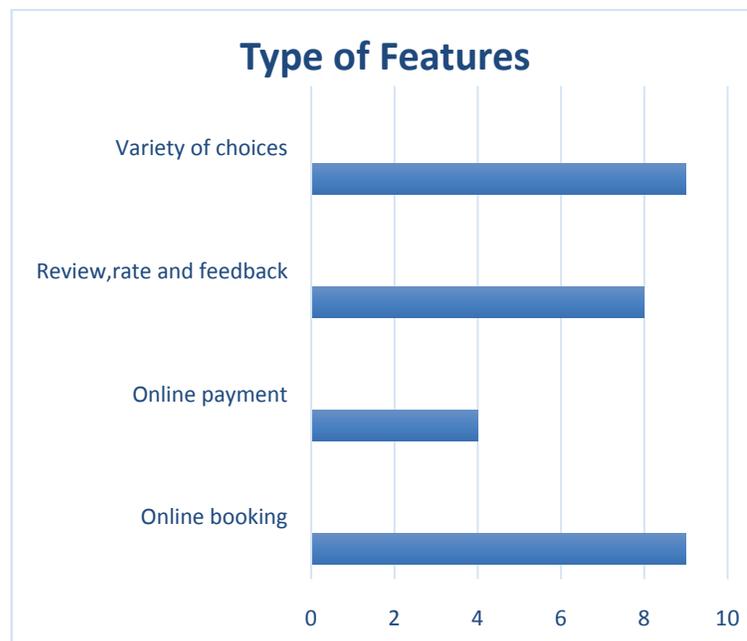


Figure 18: Type of features

XI. CONCEPTUAL SOLUTION

ENHANCEMENT BUSSINESS MODEL CANVAS

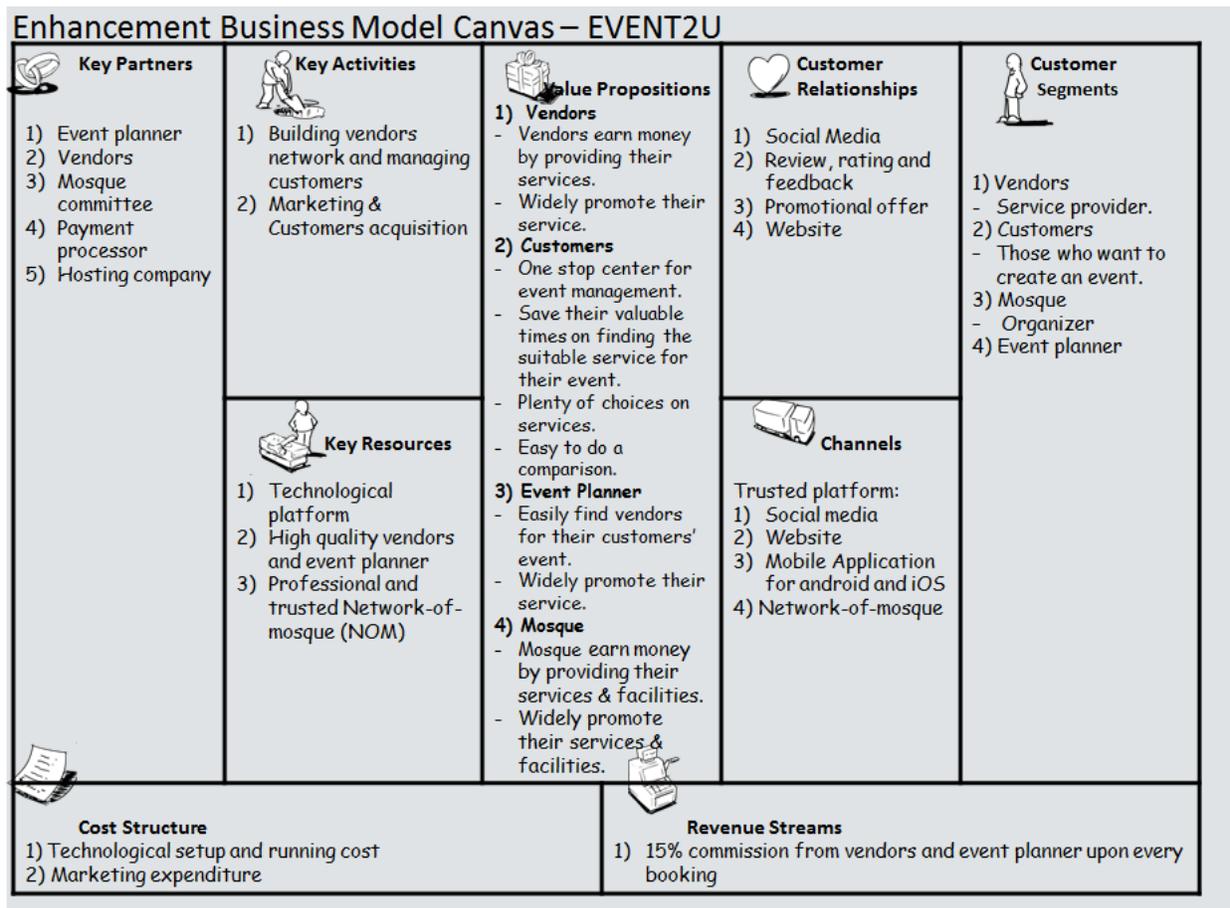


Figure 19: Enhancement Business Model Canvas Event2U

A. Customer Segment

As in Figure, Event2U lists Mosque as one of the targeted user in Customer Segment's block.

B. Value Proposition

Enrichthe mosque as one-stop centre for people especially Muslims to organize any event such as solemnization, wedding, product launch, exhibition and many more.

C. Channels

Mosque is able to communicate and interact with other customer segments to promote their services and facilities through Event2U.

D. Customer Relationship

Customer relationship is basically describing the value that a company offers to maintain the relationship between the company and other customer segments. Any offers or promotion from Mosque will be advertised directly through Event2U website and social media. Plus, other customer segments can view the review, rating and feedback about the services and facilities from the previous customers.

E. Key Resources

Key resources describe the assets needed by company to assure the business model works properly. Those resources are a good technological platform, high quality of vendor and event planner as well astrusted and professional network-of-mosque.

F. Key Activities

Key activities are also one of the vital block for a company run successfully. As for Event2U, it includes building vendor's network and managing customers, marketing and customer's acquisition.

G. Key Partners

Key partners describe the network of suppliers and partners that a company associate with to make the business works. Thus, the key partners of Event2U are event planners, vendors, mosque, payment processor, hosting company.

H. Cost Structure

Cost structure explains the cost that must be spent by the company in order to maintain the business. For Event2U, the cost comes from technological setup, running cost and marketing expenditure.

I. Revenue Stream

Revenue stream explains the revenue will be generated. Basically, revenue will be generated by charging 15% commission from each vendor and event planner for every booking made by the customers.

XII. ENHANCEMENT VPD

Figure 20 shows the value proposition canvas for the customer. Event2U can helps the customer to easily find the services that they want as Event2U acts as one-stop center platform which provide a lot of choices in choosing the vendors. After conducted survey to the customer, the job matters the most to them are to choose services, make booking and make payment. The problems that usually face by them when organize an event are limited budget, lack quality of services and limited time to find suitable vendor or event planner. The gains that matter the most to the customer are save time, variety of choices and easy payment. Therefore, the solution is to have a website and mobile application that have 'one-stop-center' concept which provides services from professional vendors and event planners. This platform must have features which allow them to review the feedback from previous customer and make price comparison.

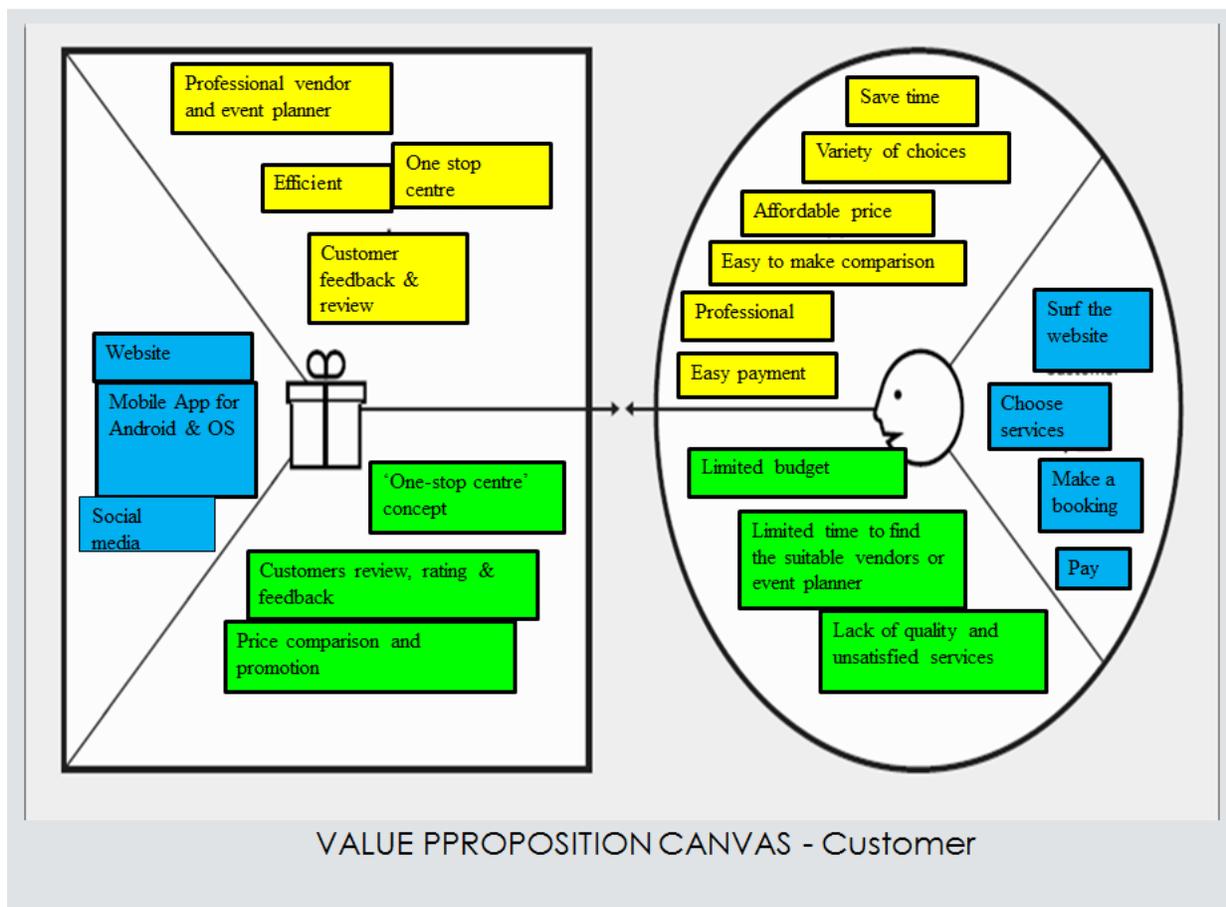


Figure 20: Enhancement value proposition canvas for customer

Figure 21 shows the value proposition canvas for vendor. Event2U provides a platform for the vendors to promote their services for various types of events. This platform acts as a solution for the vendors to promote and expand their business widely. In event2u, one of the customer segments is vendors. Basically, vendors are those people or business that provide event services or products such as photographer, videographer, event decoration, food baked, door gift, emcee and many more. For customer's profile, the researchers have discovered the job of vendors through event2u. Through this e-commerce platform, vendors can expand their business to another new level. If before this they use social media to promote their services, now they can use event2u to widely promote their business. Plus, they can also interact directly with the customer and get feedback, review or ranting from their previous customers. Based on researcher's view, vendors have face few problems in promoting their services or products because there is no trusted and formal e-commerce platform for them to really advertise theirs. In addition, vendors also have a challenge to reach their customer segment especially those small vendors since their brands are still unfamiliar among customers. Besides, vendors need to compete with other competitors in order to survive in the business industry. Furthermore, researchers find out about the gains that vendors can get through event2u. event2u will help vendors in promoting and advertising their services or products widely, assist vendors to find their potential customers. Thus, event2u will be a specific platform for the vendors to expand their businesses widely in term of promoting and advertising. Meanwhile for the value map, there are few values event2u has offer to vendors. event2u will provide a 'one-stop' center platform for vendors to advertise their services or products worldwide in anytime and anywhere. Plus, since event2u will be a 'one-stop' center platform, it can be a pain reliever to vendors in order for them to expand their business and make this platform as an opportunity to introduce their business to the potential customers. event2u will promote vendors' products or services through website, mobile application, as well as event2u's official social media especially on Facebook, Twitter and Instagram.

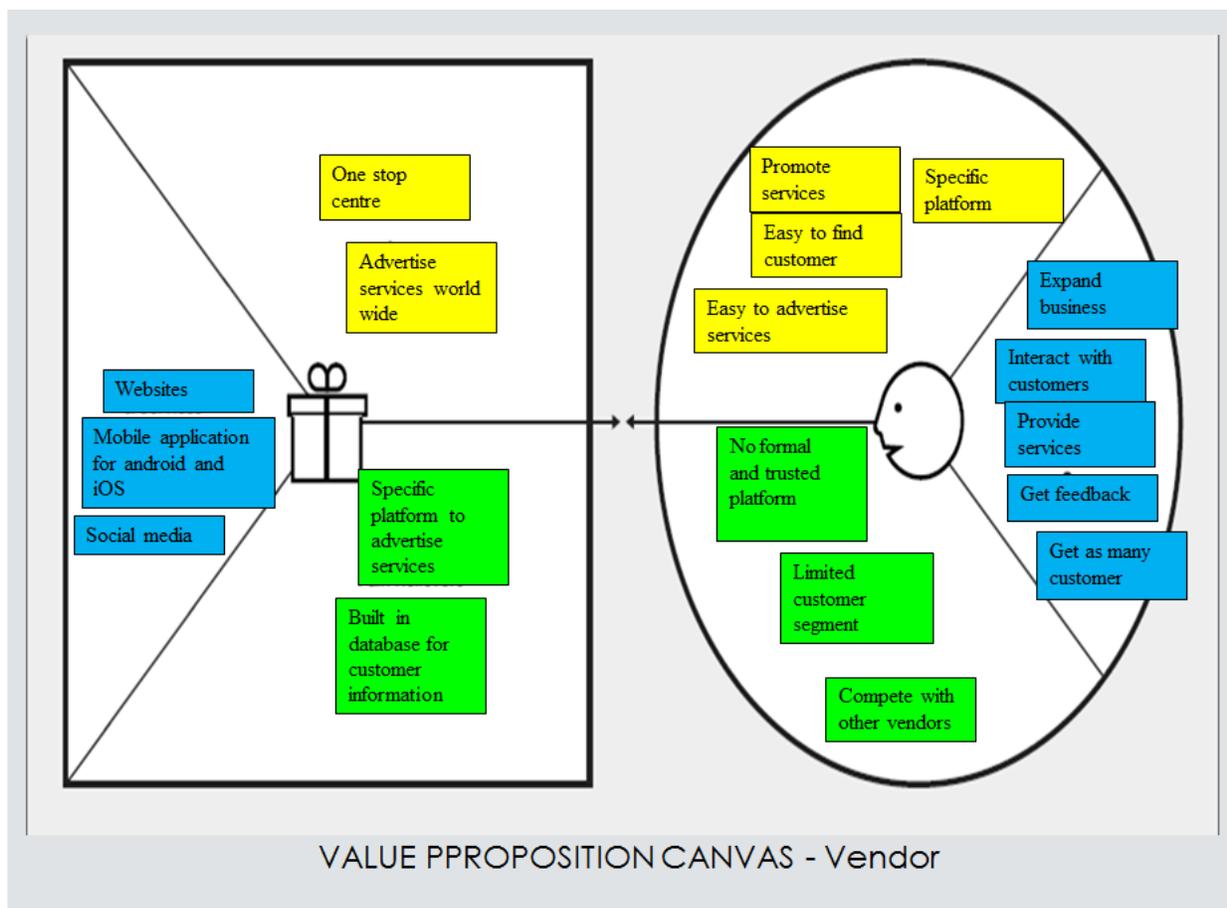


Figure 21: Enhancement value proposition canvas for vendor

Figure 22 shows the value proposition canvas for event planner. Besides promoting the services provided by the event planner, Event2U also provides the list of vendor that can be selected by the event planner to ease their job. Based on the survey that have been conducted, the jobs matter the most to the event planner are interact with the customer, provide services and analyze customer feedback. While the pains that matter the most to them are they need to compete with other event planners and limited platform to advertise their services. Then, the gains that event planner expected are to promote services widely and find various type of vendors. As a solution, the pain reliever that event planner need the most is one-stop center that can save time and review customer feedback. Therefore, a specific platform such as website, mobile application and social media are the suitable to solve this problem.

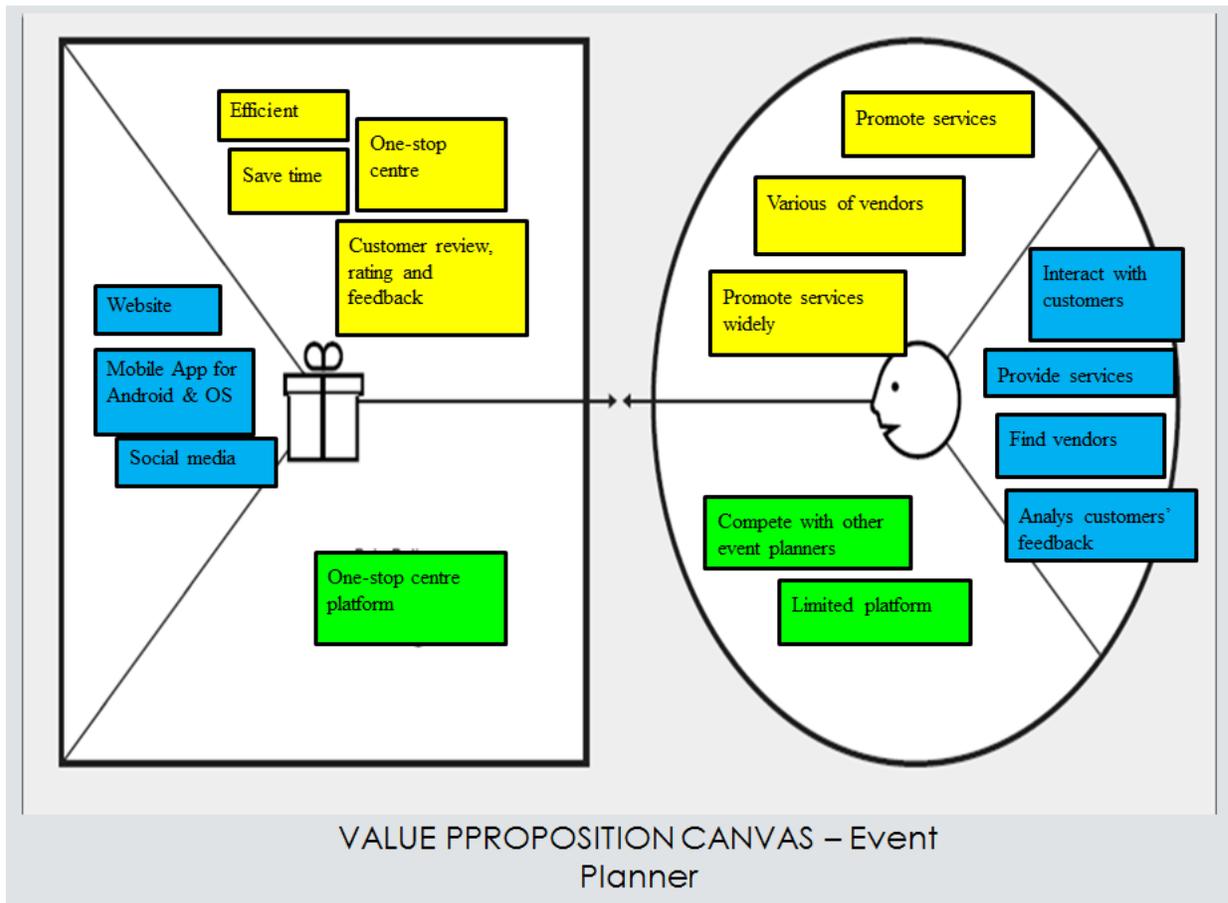


Figure 22: Enhancement value proposition canvas for planner

Figure 23 shows the value proposition canvas for mosque. Event2U helps to promote mosque as one stop centre to organize an event. Based on the customer profile, Event2U try to do some research to understand the mosque better in terms of their jobs, their pains and their gains. The pains of the mosque that can be identified are they have limited services and facilities thus resulting in limited events that can be hold due to not enough capacity. Through Event2U, the job of the mosque will be much easieras it will have specific platform to interact directly with the customer and get feedback, review or ranting from their previous customers. The gains that the mosque will get are the opportunities in promoting various kind of services and facilities, enhance the function of the mosque, attract people to the mosque and can generate income for mosque's khairat fund which will be a great help in improving the social welfare for the society as well as upgrading the mosque infrastructure. Based on the value map that has been design in value proposition canvas for mosque, the products that Event2U will offer to the mosque are an e-commerce website, Mobile Application for Android & OS and social media platform. Apart from that, Event2U also evaluate on how exactly the products and services alleviate specific mosque pains. Thus, the idea of making the mosque as a One-stop Centre platform is believed to be a pain reliever to the mosque. This concept of One-Stop Centre will be an opportunity for the mosque to promote their serviceable components and facilities as possible to create a more effective community center. Thus, this will relieve the pain of the mosque to build an attachment of people to the mosque. In terms of how Event2U create mosque gains is, through Event2U the mosque will become more efficient as it willenrich their roles in Muslim Community which is not just a place for ibadah but also a place for many purposeful events. Event2U will also help mosque in saving their times as not many mosque has their own corporate website or social media platform to market their services and facilities.

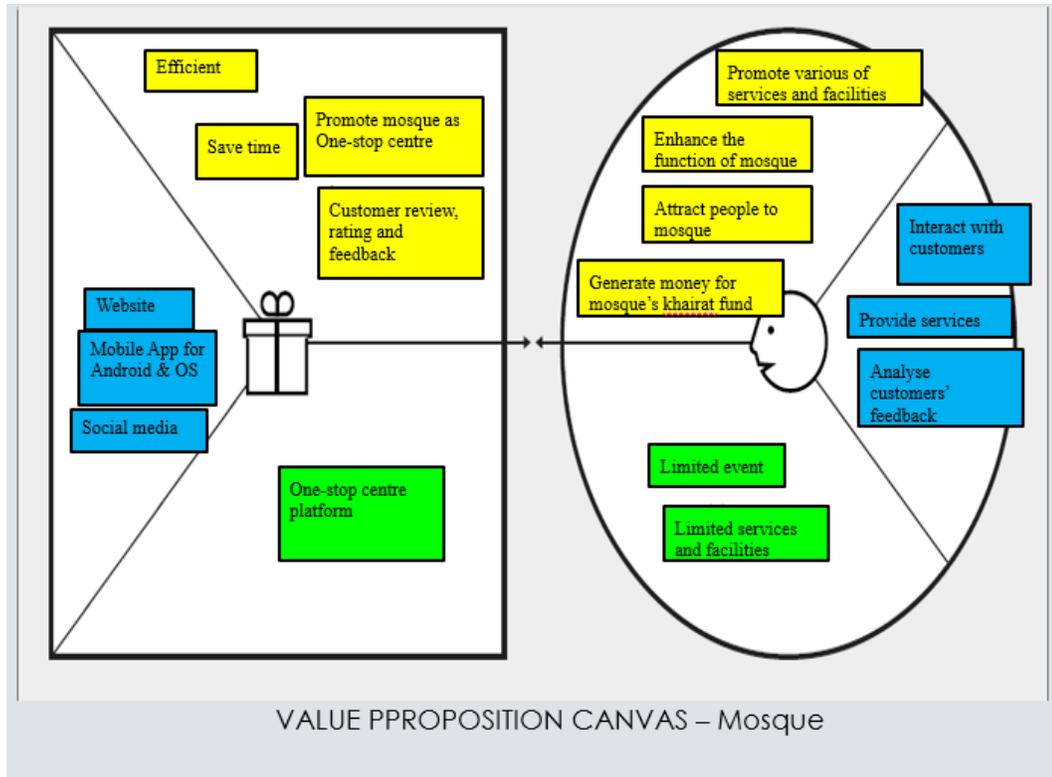


Figure 23: Enhancement value proposition canvas for mosque

CONCLUSION & FUTURE WORKS

In conclusion, this conceptual solution can give benefits and provides new opportunities for the mosques in Malaysia by making it possible for them to promote their facilities and services to a larger Muslim society in the region and the country. As the development of internet is resulting in great growth of online advertising, e-commerce platform such as Event2u will be a great help in advertising the mosque's role to become an effective One Stop Centre. As a result, this will encourage the muslim society to build an attachment with the mosque as it has been narrated in a hadith by al-Bukhaari, no. 620; Muslim, no. 1712; and others: "One of the 7 types of people who will be under the shade of Allah's Throne on the Day of Judgment is a person whose heart is always attached to the masjid. In the future plan, Event2U are going to develop a complete business plan by applying V2MOM (Vision, Values, Methods, Obstacles and Measures) Model.

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