

## **BEST PRACTICES IN BUSINESS MANAGEMENT**

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### **Abstract**

Running the trading or business, in general, is aimed at gaining long-term profit. However, the trading made merely to earn profit without taking into account the service and the consumers' satisfaction will not be sustainable. This research aims to socialize the business in the manner applied by the Prophet Muhammad (Peace be upon him). The research method is analytic descriptive using a literature review. Data or information obtained is sourced from the books, journals and various sources relevant to this topic. In running the business, the Prophet always upholds the honesty, and ethic, has never reduced the scale and size, is free of *riba* (usury), does not practice the monopoly, is consistent in maintaining the mandate, is tolerant and pays the wages of his assistants before their sweats are dry as well as pays attention to the customers' satisfaction. The brilliant Prophet Muhammad (Peace be upon him), in running the business, always focuses on the market shares he masters. He can penetrate the new market and be very superior in conquering the customers' hearts who will buy and use the goods he trades.

**Keywords:** intelligent, honest, skillful.

### **Introduction**

The teachings of Islam that were broadcast by the Prophet Muhammad (Peace be upon him) turned out to have covered all sides of human life, meaning that no one side of life is not regulated in Islamic teachings—starting from worship, community, health, defense association, state security, law, politics and others, including business cases. Doing the teachings of Islam is

not just busy worshipping so that you don't care about world affairs. Islam also teaches that Muslims also earn a living and are good at managing economic life.

Discussing economic issues is closely related to talking about the work of humanity. Why is the problem of work considered very important for Islamic teachings? Once upon a time, Umar Bin Khattab, was very firm and hard on people who were lazy to work. On one occasion, he once scolded people who only spent their lives worshipping, without wanting to work hard during the day. Meanwhile, during the life of the Prophet Muhammad, he set an example to make a living in this world by trading seriously.

Muslims all over the world should, in conducting trade or business, need to imitate and imitate the ways of trading of the Prophet Muhammad. In the course of the history of the Prophet Muhammad, he has carried out his trading mission from an early age, namely at the age of 12 years. The trade or business missions carried out by the Prophet Muhammad turned out to be more than 14 places between countries he had carried out, meaning that the area he had made his target market already covered regional and international areas. The success of the Prophet Muhammad's trade missions included the implementation of SAFT (*Sidiq, Amanah, Fathonah and Tabliq*) in every business mission (Malahayati, 2010). This paper tries to provide the best practices of the Prophet Muhammad regarding his skills in business management which can later be used as inspiration and guidelines for us in doing a business.

## **Literature Study**

During the 23 years of preaching to spread Islam to various parts of the world, the Prophet Muhammad (Peace be upon him) did not keep him and his people busy only with worship (such as prayer, zakat, fasting, infaq only). As a teaching that is full of grace and is blessed by Allah (Glory to Him), Islam, through the *da'wah* of the Prophet Muhammad, also regulates values in business. He is a reliable entrepreneur or businessman, not only at the theoretical level but also at the practical level.

The Prophet Muhammad (Peace be upon him) taught Muslims to be able to be independent by being a "Qaddirun 'all kasbi" Muslim, namely meeting their own financial needs. The logical consequence of this guidance is that a Muslim should be able to be independent and be a leader, at least for himself. Because without diminishing the meaning of worship to achieve the pleasure of Allah (Glory to Him), humans have basic, secondary and tertiary needs in this life. For this reason, humans need to work so that Muslims do not become a burden to others, let alone become beggars. Islam values more people who work hard to support themselves rather than being beggars. Because working with one's own hands is the embodiment of *Izzah* / self-respect and glory for a Muslim.

Even (Hart, 2000), put the Prophet Muhammad (Peace be upon him), as the number one figure in his book "100 Most Influential Figures in the World". At the same time, Michael Hart, as a non-Muslim, could have put other religious figures to occupy that position. However, objectively admitting something is fascinating and extraordinary in the life journey of the Prophet Muhammad, so he is considered worthy of being the first influential figure in this world. Mainly because of the influence of his teachings that spread to all corners of the world in a relatively short time.

### **The Traces of the Prophet's Business**

The Prophet Muhammad (Peace be upon him) was an accomplished and hardworking trader. He has started working when he was very young. The stages of his harsh life from childhood required him to be an independent child. His childhood and youth were spent working and earning a living because his parents died. As he got older, he continued to work and even worked harder and harder (Malahayati, 2010).

#### **a. Poor Muhammad and an Orphan**

Since he was a child, the Prophet Muhammad has been an orphan. Abdullah's father died before he was born. He could only enjoy a mother's love for a short time because Aminah, the Prophet's mother, also died when she was only 6 years old. During breastfeeding, he got the Mother's Milk (ASI) of a woman named Thabisba. After some time, he was handed over to Halimatus Sa'diyah or Halimah, a poor woman looking for work as a milk mother. When small Muhammad was breastfeeding Halimah, he spent his time in the village of Bani Saad, which is the village of Halimah's mother, who is beautiful and very good for the development of children. The absence of his parents in his life made little Muhammad inevitably have to strive to become an independent child. This is God's way of educating little Muhammad to be a person who does not like to depend on the generosity of others. Until one day, Allah showed His power by sending two angels to split the fund of little Muhammad. Many people believe this is a process of washing little Muhammad's heart. Spiritually he was cleansed of all diseases that can pollute the human heart. This is a preparation for him to accept the task

When small Muhammad was 5 years old, then Halimah gave little Muhammad to his mother, Aminah. When Muhammad was 6 years old, his mother Aminah took him to his father Abdullah's grave. On the way home from the grave of his father Abdullah, the mother died in the village of Abwa. Then the babysitter, Muhammad was handed over to his grandfather, Abdul Muttalib. When Muhammad was small, he was 8 years old, Abdul Muttalib's grandfather died, and then Muhammad was raised by his uncle, Abu Talib.

While living with his uncle Abu Talib, little Muhammad was able to earn his own money. He was in charge of tending the goat belonging to the people of Mecca for a few qiraat wages. He wants to learn to be independent, not just sit idly by. From here his entrepreneurial mentality began to be forged.

**b. Getting acquainted with the Business World**

His courage to herd the goats belonging to the people of Mecca shows that he is someone who wants to be independent, strong and tough. He wanted to find his own way to support himself. So, he began to show his steps to become a young entrepreneur at a very young age. Muhammad started trading when he was 12 years old. His uncle invited him to join the trade in the land of Sham. Here his entrepreneurial spirit began to be honed well. His uncle Abu Talib invited him on a business trip to several countries such as Syria, Jordan, and Lebanon. The Prophet was smart enough to seize the rapidly growing business opportunity that was trading. Because the soil conditions in Mecca are geologically quite challenging and barren, making it difficult to cultivate crops. So, the opportunity to become an entrepreneur is much more excellent than being a farmer. Foresight is what made Muhammad pursue the field of trade seriously.

**c. Become a Young Executive**

Muhammad grew up. He realized that his uncle also had a family to support. Moreover, his uncle is not a rich man. So, Muhammad finally decided to try his own business. As an excellent young man, gentle and has high self-esteem, he does not like to linger in the care of others, even though that other person is his uncle. He also started trading. It starts from a simple trade, such as buying goods in the market and then selling them in retail in Mecca. In building a business, he is not only meeting needs or seeking financial benefits. He also builds a positive image in the eyes of investors, agents and consumers.

At the age of 17 – 20 years, Muhammad experienced the most difficult times in running his business. He had to compete with senior business people at the regional level. This is where his toughness and seriousness are tested.

Muhammad's partners admit that he is a sincere and professional person. He was pretty mature and straight in his business calculations. Muhammad's honesty and competence were heard by Siti Khatijah, a Meccan conglomerate woman at the time, to establish business cooperation with Muhammad.

Siti Khatijah, at that time was a wealthy merchant and needed a manager to lead her business expansion. Siti Khatijah dares to offer the salary value of two camels to anyone who can become her manager. At the time, Siti Khatijah was confused about finding the right manager, Abu Talib offered his nephew. With good negotiations, Abu Talib promoted Muhammad to Siti Khatijah. And it turned out that Siti Khatijah accepted what was offered, namely a candidate for Siti Khatijah's Merchant Manager, Muhammad, Abu Talib's nephew.

For the first time, Muhammad led a caravan or trade mission along the main trade route of Yemen - Sham through Madyan, Wadil Qura and many other places that he had travelled to when Muhammad was young. Muhammad was assisted by a slave girl Siti Khatijah during the journey, namely Maysarah. This Maysarah testifies to Muhammad's honesty and

seriousness in trading. In this expedition, he could reap huge profits, which had never been achieved on previous trade missions.

Over time, more and more partners and consumers really believed in what Muhammad traded. Khatijah herself grew more confident and trusted her new manager. A Syirkah (cooperation) contract was made with a wage system and profit sharing (Mudharabah) with Muhammad to test Muhammad's honesty, seriousness, and business expertise. Sometimes Muhammad's contract as manager (Mudharib) and Khatijah as Sparring Partner (Shahibul maal) share advantages and disadvantages. Sometimes Muhammad also became a businessman who was paid or received wages to manage Khatijah's merchandise. Khatijah had even entrusted Muhammad with some capital to trade in Syria.

#### **d. The Prophet Business Experience**

If translated into a curriculum vitae, the Prophet's business experiences list would probably take up dozens of pieces of paper. He has visited many countries and regions to run his business. Blai has also met various types of people with various national characters. He has even studied the culture that develops in a country, thus accelerating the learning process of interacting with other people from various countries.

The fact proves that he is capable and successful in every business mission and consistently earns huge profits. His business experience turned out to be more than 14 places where he had made trade missions throughout the Arabian Peninsula and its surroundings such as Fumatul Jandal, Mushaqqar, Suhar, Dabba, Shihr (Maharah) Aden, Sana'a, Rabiyyah, Ukaz, Dzul Majaz, Mina, Nazat, Hijr and Busra (Sharia) (Malahayati, 2010).

#### **e. Business Models of All Time**

The Prophet is an example for Muslims worldwide throughout the ages in doing business. Whatever he does is a pearl of wisdom for humanity, including how he does business. Not only because he was used to doing business at an early age, but because he consistently applied noble values and traded. If many people only make the business as a mere worldly profit, then the Prophet Muhammad (Peace be upon him), makes that business a field of the hereafter. He set an example that business is a transaction that has economic value and spiritual and human value. Among the values that he instills in doing business are by his four main characteristics, namely:

1. *Siddiq*, which means true or honest. He is an honest businessman or trader. He never did anything defective in his merchandise. He also did not hesitate to convey the weaknesses of the products offered. Armed with this honesty, not a few people are willing to cooperate with the Prophet Muhammad (Peace be upon him).
2. *Amanah*, meaning trusted. He always maintains confidence in trading. Trust from the owner of the goods and from customers and people associated with the business.

3. *Fathonah*, which means intelligent. He has a clever strategy in business. He is always looking for the right way to increase profits, but not by deceiving others. He never forgets to analyze opportunities that come from a place or a group of people while getting to know the customs and culture of that community.
4. *Tabligh*, which means to convey. He has reliable and qualified public speaking and negotiation skills. He is an expert in building communication, convincing buyers and building a good business reputation. This kind of communication is essential in all walks of life, including business and the community's economy.

### **Believing Work as Worship**

Trying or working is an inseparable part of Islamic teachings. As a shamiil religion, a person's Islam is not complete without a job. Of course, what is meant here is a job that generates financial benefits to provide for oneself and also a family, both permanent work and as an entrepreneur. Allah (Glory to Him), has explained the obligation to work in the Qur'an Surah Al Jumu'ah verse 10 which means: "And when the prayer has been fulfilled, then you are scattered on the earth, and seek Allah's bounty and remember Allah as much as possible so that you are lucky." In addition, Allah also recommends trading as He says in (Alquranul Karim, 2007) Surah Al Baqarah verse 275, which means "... Even though Allah has justified buying and selling and forbids usury".

A friend once asked the Prophet, the Prophet what is the best job? The Prophet replied, "A person who works with his own hands and every sale and purchase is lawful". So important is hard work in Islam then he once said:

"Indeed, if one of you takes some ropes, then goes to the mountain, then returns to carry a bundle of firewood and sells it, then with that result Allah will provide for your needs, that is better than asking other people, whether they give or not".

From the verses and hadiths above, it can be seen that Islam obliges its people to work. If it is obligatory, then if it is done, it will be worth worship and get a reward, while if it is left out, Allah's wrath will be wrathful. Our work is a form of worship and faith in Allah (Glory to Him). Later in the grave, the treasures we get from work must be accounted for before the Creator. So this has to do with us gathering sustenance, whether in an honest way or full of deception. Is it according to the guidance of Allah (Glory to Him), or is it forbidden? Is it obtained from a halal source or not.

It should be remembered, that seeking sustenance in Islam, of course, is not solely aimed at becoming a rich person. Seeking sustenance in Islam is not solely aimed at enriching oneself but also has a social function by remaining charitable and caring for the surrounding community who are less fortunate.

### **The Creative Story of the Prophet in Business**

The Prophet Muhammad (Peace be upon him), once gave a precise sales promotion technique to a trader. On one occasion he found a merchant who offered his merchandise. He saw that there was something odd about the merchant. He then gave him advice.

The Prophet passed in front of someone who was offering his merchandise. The person was tall, and the clothes he offered were short. Then the Messenger of Allah said, "Sit down. Indeed you offer your hands by sitting, it is easier to bring in sustenance." Promotions must be in the right way, so that they can attract potential buyers. Factors of place and way of presentation as well as techniques for offering products must be done in an attractive way. The factor of a harmonious and beautiful interior design place, the location of items that are easy to see, organized, neat and so on.

One of the most prominent creativity of the Prophet at that time was when he was faced with the choice of becoming a farmer or a trader. If you choose the way to earn a living by farming, then the natural and soil conditions in Mecca do not allow you to become a successful farmer in the long term. Finally, he decided to choose a way to find his life by trading or doing business. With great courage, he chose to become a trader. It turned out that several successful trade expeditions proved his will and desire. These are all files of his creativity in trading so that business partners and buyers feel satisfied and happy. He gains huge profits without any party feeling disadvantaged and oppressed.

### **The Prophet Business Ethics**

It turns out that ethics plays a vital role in business. Because, if not, the order and interaction of Muamalah will be destroyed very easily. the Prophet Muhammad (Peace be upon him), has shown his stunning example of all time. Trading activities in Islam are not only aimed at obtaining large profits. But there are also procedures for obtaining it and utilizing its assets (there are *halal* and *haram* rules). In Islam, every Muslim is required to work, especially those who have dependents, such as a husband to his wife and children. To make it possible for humans to earn a living, Allah (Glory to Him) expands the expanse of the earth and provides various facilities that can be used to seek sustenance. In this case Allah (Glory to Him) says in (Alquranul Karim, 2007) Surah Al Mulk verse 15, which means: "It is He who made this earth so that it is easy for you, so walk in all directions and eat some of His sustenance". In another verse, Allah says, "Indeed, We have placed all of you on earth, and we have provided for you on earth sources of livelihood. Very few of you are grateful" (Surah Al A'raaf: verse 10).

The Prophet's behaviour, which is honest, transparent and generous, is the key to success in managing Siti Khatijah ra's business. This is a concrete example of the Prophet's morals and ethics in doing business. He is a role model in all fields. A great example, because he is not only good at speaking, but also good at realizing it in his business practice.

As exemplified by the Prophet Muhammad, the Islamic way of doing business always adheres to the principles of justice and balance. In addition, Rasulullah saw has also exemplified Islamic values in managing his business, in order to be successful both in this world and in the hereafter. By prioritizing honesty, justice, professionalism and good communication, amoral



spirit will emerge in business. It gives birth to a noble business and is always blessed by Allah (Glory to Him).

**The Prophet has implemented several business ethics in his business including:**

**1. Honest in Explaining Products**

Honesty is a fundamental requirement in business activities. The Prophet was very intense in advocating honesty in business activities. At this level, he said: "It is not permissible for a Muslim to sell a sale that has a disgrace, unless he explains his disgrace" (HR Al Quzwani).

The Prophet Muhammad (Peace be upon him) himself was always honest in his business. He forbade traders to put rotten goods below and good goods on top, because this is an act of deceiving buyers.

**2. Acceptance**

Supply and demand must occur voluntarily. No one feels compelled by this price. This is where the right to vote applies, namely the right to vote for one or both parties who carry out the transaction to continue or cancel the transaction.

**3. Don't Cheat Measures, Measures and Scales**

In doing business, the right and proper scales must really be prioritized. This is explained by Allah SWT in the Qur'an Surah Al Muthaffi.

**4. Don't Badmouth Other People's Business**

The Messenger of Allah (Glory to Him) said: Let no one among you sell intending to vilify what other people sell (HR: Muttafaq'alah).

**5. Clean from the element of usury**

Riba in all forms of currency distortion into commodities by imposing additional (interest) on credit or loan transactions and exchanging or bartering between similar usury goods. The perpetrators and eaters of usury are judged by Allah (Glory to Him), as people who are friends with Satan. Therefore Allah and His Messenger declared war on usury. This is in line with the word of Allah (Glory to Him) in the Qur'an Suat Al Baqarah verse 278, which means: "O you who believe, leave the rest of usury if you believe.

**6. Not Hoarding Goods (Ihtikar)**

Ihtikar is hoarding goods (piling up and storing goods for a certain period of time), aiming that one day the price will rise and give the profit that will be obtained. The Prophet Muhammad (Peace be upon him), strictly forbids this kind of business behavior.

**7. Not Doing Monopoli**

One of the disadvantages of the capitalist economic system is that it allows monopolies. A simple example is the control of certain individuals over social property rights, such as water, air, land and their contents, such as minerals and minerals. This kind of person only thinks about his interests. This is strictly forbidden in Islam.

**8. Prioritizing Customer Satisfaction**

The Prophet's perseverance and sincerity in doing business are indeed very excellent, especially about customer satisfaction. He had been waiting for his buyer, Abdullah Bin Abdul Hamzah, for three days. Extraordinary patience and sacrifice just to not make a relationship or customer disappointed.



**9. Paying Wages Before Employees Sweat**

The Prophet Muhammad (Peace be upon him) said: "Give wages to employees before their sweat dries". This hadith indicates that the payment of wages or salaries should not be delayed.

**10. Firmly Maintain the Trust**

Islam wants a Muslim businessman to have a responsive heart by guarding it and fulfilling the rights of Allah and humans and guarding his muamalah from excessive or useless elements. A Muslim businessman is a person who can be trusted so that he does not oppress the trust given to him. He will not break his promise to his customers, thus making them disappointed.

**11. Tolerant**

Tolerance will unlock sustenance and a means of peaceful living. The benefits of tolerance include facilitating relationships, facilitating buying and selling affairs, and accelerating the return of capital. God will love those who are generous in selling, buying and paying off debts. Never make it difficult for others because someday Allah may complicate our affairs.

**The Prophet Muhammad as a Reliable Management Expert**

Frederick W. Taylor and Henry Fayol (1856 – 1915) in (Adi, 2009) were great in elevating management principles into a scientific discipline. However, the Prophet had implemented these management values in his life and business practices in the 590s, which means long before Frederick W. Taylor and Henry Fayol put these principles into the discipline of management. The Prophet Muhammad (Peace be upon him) has been very good at managing business processes, transactions, and business relationships with all business elements and parties involved.

Fazlur Rahman in (Malahayati, 2010) explained how to do business in business: "Muhammad did his dealing honestly and fairly and never gave his customers to complain. He always kept his promise and delivered the goods of quality mutually agreed between the parties on time. He always showed a great sense of responsibility and integrity in dealing with other people... His reputation as an honest and truthful trader was well established while he was still in his early youth .

Based on the writings of Fazlur Rahman above, it can be seen that the Prophet Muhammad, was a trader who was honest and fair in making business agreements. He never disappoints customers. He kept his promise and delivered the ordered items on time. He always shows a great sense of responsibility and high integrity to everyone. His reputation as an honest and true trader has been widely known since he was young.

The basics of ethics and management applied by the Prophet Muhammad (Peace be upon him) have received religious legitimacy after he was appointed as a prophet and messenger. The inherited business principles are increasingly being justified academically at the end of the 20th century and at the beginning of the 21st century (Hartono, 2008). Modern business principles

such as customer satisfaction, service excellence, efficiency, effectiveness, competence, transparency, healthy competition, and competitiveness have become the personal image of the Prophet Muhammad in carrying out his business.

One of the tips for success in running his business, the Prophet, is applying the shiddiq principle as the primary capital to apply the principles of efficiency and effectiveness. In the management discipline as stated in (Primiania, 2009), Peter Drucker formulated the meaning of efficiency and objectivity. Efficiency means doing something right (do thing right), while effectiveness is doing something right (do the right thing). Efficiency is emphasized on saving in using inputs to produce specific outputs. This effort is realized through the application of appropriate management concepts and theories. Meanwhile, effectiveness is emphasized on achieving the goals that are realized through the application of leadership and the selection of the right strategy.

The principle of efficiency and effectiveness is used to measure the level of success of a business. This principle encourages academics and practitioners to look for various ways, techniques, and methods to achieve the highest efficiency and effectiveness. The more efficient and effective a company is, the more competitive it will be in winning its business competition (Sumodiningrat, 1999). These are the four secrets of the Prophet's business management, namely:

**1. Honesty Is a Benchmark**

While trading, the young Prophet Muhammad was already known by the nickname Al-Amin. This attitude is reflected when dealing with consumers and their suppliers. When marketing his products, he explains all the advantages and disadvantages of the goods he sells. For Rasulullah, honesty is his superior product.

**2. Serve Customers Wholeheartedly**

In every business practice, the Prophet Muhammad loved his customers as much as himself. That is why he always serves all his customers with all his heart, even if he is not willing if a customer is deceived when buying his goods. This attitude is reminiscent of the hadith that he conveyed: "No one has faith so that he loves your brother is like loving yourself".

**3. Always Fulfill His Promise**

The nature of the Prophet always keeps his promises in doing business, such as quality, price, scales, including the delivery of goods, all by what he promised to consumers. He always tries to create satisfaction for his customers (customer satisfaction).

**4. Creating and Maintaining Market Segmentation Observantly.**

When selling the Prophet Saw's goods, he always shows that the goods he sells are by the customer's wishes by saying this item is good because it is more expensive, and this item is not good, so the price is lower. This means that the Messenger of Allah (Glory to Him) taught us to give good value to the goods he sold and that the Messenger of Allah always sold his wares in the right market.

## **Understanding Investors and Consumers**

The Prophet Muhammad built his business with a solid foundation of trust. He was always trusted by both the owners of capital (investors) and customers (consumers). His reputation was very good in the eyes of entrepreneurs, trading partners, and customers.

He once partnered with Saib Ibn Ali, who once said and acknowledged that the Prophet Muhammad (Peace be upon him) was his partner in trading and was always straight in calculating his merchandise and always kept his promises. Even the Prophet, had run a Syirkah contract (cooperation) with a wage system and profit-sharing (mudharabah) with Siti Khatijah. Sometimes in the contract, the Prophet, as manager (Mudharib) and Siti Khatijah as a sparring partner (Shahibul maal) share the profits and losses.

## **Segmentation, Targeting and Positioning**

As is known by experts in (Adi, 2009), that the management discipline pioneered by Frederick W. Taylor and Henry Fayol (1856-1915), and marketing management science by Phillip Kotler, especially regarding the theory of STP (Segmentation, Targeting and Positioning), turns out that the Prophet, has apply the theory of segmentation, targeting and positioning in every business activity around the 590s, or more than 12 centuries ago.

## **Segmentation Implementation**

Segmentation is a mapping method using certain assessments and parameters such as geography, demography, psychology, behavior, to the smallest segment, namely the individual. Segmentation is considered necessary for a business to continue to know the needs and wants in an ever-changing market (Namara, 2007).

Before starting his business, the Prophet Muhammad (Peace be upon him) made several visits to Bahrain in the eastern part of the Arabian peninsula. After the conquest of Mecca, the Prophet held a dialogue with hundreds of envoys from various regions who came to Mecca. One of the participants in the dialogue, Al Ashajj, said that the Prophet had a lot of experience in trading in various areas such as Sofa, Mushaqqar and Hajar. Even Al Ashajj said that Muhammad was familiar with the areas in the Arabian peninsula and, at the same time, knew the behavior and conditions of the inhabitants. In contrast, I myself did not know the areas that the Prophet had visited.

Detailed knowledge of local customs, ways of life, and ways of eating and drinking. In-depth knowledge of customers allows the Prophet to approach. And in the end, the Prophet, was able to enter the existing segments ranging from age, social status, and people's habits. This kind of mindset had never occurred to the merchant at that time. The Prophet, and realized that he

could not only sell his merchandise but also be able to get closer to his consumers or customers. In this way, he can explore things that become the needs and desires of consumers.

Targeting is selecting target markets and matching market reactions to their basic needs, purchasing power, and limitations. Before a product, business or service enters the market, the targeting must be carried out immediately after the implementation of segmentation. Individually, the Prophet has done extraordinary targets. The Prophet Muhammad (Peace be upon him), in practice, can enter into all existing segments. Even he did targeting ranging from kings, and nobles to enslaved people. The Prophet can apply "One brand for all" but with a different positioning strategy. Every individual who exists can be used as a target market by the Prophet. He can become a personal figure respected and respected by the business community and society at that time.

### **Implementation of Positioning**

Positioning is a strategy that is done so that customers remember easily the products that we offer. At the time of the Prophet, positioning was not based on product brand because it was not commonly done at that time. At that time, product brands were based on geographic locations, such as silk from China. Positioning at that time was more about the formation of personal branding for the Prophet Muhammad. He constantly shows high responsibility and integrity in all dealings with others. That positioning was instilled by the Prophet Muhammad (Peace be upon him) to entrepreneurs and trading partners, and customers. The Prophet can position himself according to the environment where he is. The firmness of the Prophet in maintaining his positioning is a form of consistency that he already has. The Prophet realized that the image he built would be a reference for people who did not know him.

This positioning is also applied in everyday life. Apart from being a trader, for example, in soldiers' eyes, he is a brilliant person with a precise war strategy. In the eyes of his family, he is known as a kind, polite, exemplary husband and as an ideal father. Meanwhile, in front of the enemy, he appears as a strong figure and is respected by the opponent.

### **Conclusion and Recommendation**

According to the research results of Michael Hart, the Prophet Muhammad was placed at number 1 in his book entitled: "100 Most Influential Figures in the World". Objectively Michael Hart admits that in the Prophet Muhammad (Peace be upon him), something is charming and extraordinary in his life journey, especially when running his business.

Prophet Muhammad (Peace upon him), can be an all-time role model in doing business by referring to four pillars, namely: Sidiq (true or honest), Amanah (trusted), Fathonah (intelligent) and Tabliq (skilled in promoting merchandise). The Prophet Muhammad believes that work is worship, so creativity and ethics in business are needed.

In doing business, Prophet Muhammad adhered to the following things: being honest in explaining products, not cheating on measurements, measurements and scales, not badmouthing

other people's business, clean from usury, not monopolizing, maintaining trust tolerant, paying for the services of the maids before the sweat dries, and pay attention to customer satisfaction in the long term.

There are four secrets of success in the business of the Prophet Muhammad, among others: honesty is a benchmark, serving customers wholeheartedly, always fulfilling promises and creating and maintaining market segmentation in an observant manner.

As a recommendation for business practitioners, they should be able to follow the example of how the Prophet did business, which always puts forward the honesty factor, does not deceive consumers, is clean from the element of usury and serves consumers wholeheartedly, always fulfils promises to consumers and can create and maintain market segmentation that is have been controlled or penetrated new markets.

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