

Introduction

All Hamd (praise) to Allah سبحانه و تعالى Who has created man as His most exalted creation, and granted him a complete and perfect Deen to express his servitude and adoration.

And we bear witness that there is no deity except Allah and we bear witness that Muhammad SAW is His Slave and Messenger, whom He sent to deliver mankind from the tyranny of darkness and error, to the justice and light of Shari'ah and Sunnah.. May Allah send His choicest blessings upon Muhammad, His family, followers and entire Ummah, amen.

Allah (s w t) has clearly defined the purpose for which He has created mankind in the Ayah:

وَمَا خَلَقْتُ الْجِنَّ وَالْإِنْسَ إِلَّا لِيَعْبُدُونِ

“I have not created the Jinn and mankind except to continuously worship and serve me” or: “except to remain constantly engaged in my ‘Ibadah / ‘Ubudiyyah”.

‘Ubudiyyah is the essence of ‘Ibadah, which could be defined as, “The obedience of Allah, motivated by His love and reverence” this Ubudiyyah is to be applied and expressed in all activities and aspects of human existence

The “Ubudiyyah Business Model” is based on this concept, built upon two corner stones:

1. This very Ayah (وَمَا خَلَقْتُ الْجِنَّ وَالْإِنْسَ إِلَّا لِيَعْبُدُونِ) and the concept that it carries, which is; All Ja’iz (lawful in Shari’ah) human activities come under the scope of “Deen” which can be defined as the total system of Allah’s Ubudiyyah in all aspects of life. Therefore all Jaiz activities can and should be part of our life of “Ubudiyyah”, thereby securing Allah’s pleasure and His reward in Akhirat, rather than merely being means towards material and worldly ends.
2. The Hadith: “(حَيْرُ النَّاسِ مَنْ يَنْفَعُ النَّاسَ)” “The best of Mankind are those who benefit Mankind”

Allah Ta’ala has engineered our worldly existence as one of interdependence. Hence, virtually every one’s daily routine will include transactions and interactions (Mu’aamalaat and Mu’aasharaat) each of which either takes one closer to Allah’s pleasure and Jannah or His displeasure and Jahannam.

The outward form of transactions involving exchange of tangible goods and services, known as Mu’aamalaat, has been comprehensively covered in virtually unlimited detail in books of Shari’ah.

The inward character, morals, attitudes and general excellence in personal interaction with other human beings known as Akhlaq/Adaab, has also been exhaustively covered by the work of our ‘Ulamaa’.

The “Ubudiyah Business Model” seeks to help facilitate humanity in engaging and conducting all of their business transactions and interactions in alignment with Shari’ah and Akhlaq, by providing a simplified outline and roadmap in a user-friendly format.