

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

10 Halal Business Quotes

Wisdom from the Quran & Sunnah

for the Ethical Entrepreneur

Quranic Verses

Prophetic Hadith

Business Ethics

وأوفوا الكيل ولا تكونوا من المخسرين

"Give full measure and do not be of those who cause loss."

— Quran, Surah Ash-Shu'ara (26:181)

~ The Cornerstone of Halal Business ~

Yahya Aliyyi

Islamic Coach · Founder, Ummah Beacon · Jimma, Ethiopia

ummahbeacon.com · © 2026 Ummah Beacon

التاجر الصدوق الأمين مع النبيين والصديقين والشهداء

The truthful, trustworthy merchant will be with the prophets, the truthful, and the martyrs.

— Prophet Muhammad ﷺ — Sunan al-Tirmidhi, 1209

Overview

Imagine the rank Allah has reserved for the honest merchant: standing alongside the Prophets, the Siddiqueen (the truthful), and the Shuhada (the martyrs) — the three highest categories of the righteous in the Hereafter. This Hadith is one of the most powerful statements ever made about the nobility of ethical business in Islam.

Deeper Reflection & Business Application

Commerce is the oldest and most universal human activity. From the earliest bazaars of Arabia to today's global digital marketplace, buying and selling has always been the engine of civilization. What Islam did — uniquely and powerfully — was to attach profound spiritual dignity to the honest trader. The Prophet ﷺ himself was a merchant before prophethood, and his reputation for absolute honesty earned him the title Al-Amin (The Trustworthy) long before revelation came. Every lie told in a transaction, every hidden defect, every false promise chips away at the barakah (divine blessing) in your income. Conversely, every honest word — even when it costs you a sale — builds a treasure in the Hereafter that no market crash can ever erase. The Muslim entrepreneur who chooses truth over short-term profit is not being naive; they are making the most rational investment possible: planting seeds whose fruit grows in Jannah.

Key Lesson: Your reputation for honesty is your greatest business asset — in this world and the next.

Action Step: Today: Audit one promise or claim in your business. Is it fully truthful? Correct anything

إنما الأعمال بالنيات

Indeed, actions are judged by intentions.

— Prophet Muhammad ﷺ — Sahih Bukhari (1) & Sahih Muslim (1907)

Overview

Imam al-Nawawi called this the axis around which all of Islam revolves. It is the very first Hadith recorded in Sahih Bukhari — placed first deliberately, because niyyah (intention) is the filter through which every single human act passes before Allah judges it.

Deeper Reflection & Business Application

In business, this principle transforms the mundane into the sacred. When you open your laptop to serve a client — and your sincere niyyah is to provide genuine value, support your family with halal income, and contribute to the welfare of the Ummah — that opening of the laptop becomes an act of worship. When you take a business call with the intention of solving someone's real problem, that call earns you reward with Allah. Conversely, the most impressive business — a mosque furniture company, an Islamic school supplier — loses its barakah the moment its owner's only intention becomes greed, status, or deception. The external action is identical; the spiritual weight is entirely different. Imam Shafi'i wrote: 'I wish people would learn this knowledge (of niyyah) without attributing any of it to me.' That is how weighty this concept is. Begin each business day by consciously setting your intention: Bismillah, I do this for the pleasure of Allah, to benefit people, and to earn lawful provision for those in my care.

Key Lesson: Purify your niyyah before every transaction — sincere intention transforms work into worship.

Action Step: Practice: Write your business mission statement through the lens of niyyah. Why do you

أوفوا الكيل ولا تكونوا من المخسرين

Give full measure and do not be of those who cause loss.

— Quran — Surah Ash-Shu'ara (26:181)

Overview

This verse is part of the message of Prophet Shu'ayb (AS), whom Allah sent specifically to a people notorious for fraud in weights and measures. Their civilization was destroyed because they refused to reform. Allah preserves this warning in the Quran for every generation of merchants until the Day of Judgment.

Deeper Reflection & Business Application

Al-Makhsirin — those who cause loss — is a category Allah condemns in the strongest terms. In the ancient market it was a merchant who placed his thumb on the scale. In today's world it is the service provider who bills for hours not worked, the seller who inflates 'original prices' before a fake discount, the freelancer who delivers half the promised work, the supplier who substitutes cheaper materials without disclosure. The principle of 'full measure' extends beyond physical goods. It applies to your time: if you promise a project in two weeks, deliver in two weeks. It applies to your attention: if you sell coaching, be fully present — not distracted. It applies to your communication: if you promise a reply, reply. The Quran's command is total and comprehensive. Imam al-Qurtubi notes that the verse does not merely say 'give measure' — it says give FULL measure. There is an implicit call to generosity here: go beyond the minimum. Over-deliver. Be the business that gives more than expected. This is the Sunnah spirit — and it is also, incidentally, the foundation of every loyal customer relationship.

Key Lesson: Give more than expected. Never give less than promised. Full measure — in everything.

Action Step: Audit: Where in your business do you under-deliver? Identify one area and resolve to

إِنَّ اللَّهَ يُحِبُّ الْمُحْسِنِينَ

Indeed, Allah loves those who do good (excellence).

— Quran — Surah Al-Baqarah (2:195)

Overview

Ihsan is one of the three levels of the religion: Islam, Iman, and Ihsan. The Prophet ﷺ defined Ihsan as: 'To worship Allah as if you see Him; and if you cannot achieve this, know that He sees you.' (Sahih Muslim). This God-consciousness poured into every act of work is the engine of true excellence.

Deeper Reflection & Business Application

The Arabic root H-S-N carries meanings of beauty, goodness, and perfection. Ihsan in business is not perfectionism — it is wholehearted, God-aware effort. It is the craftsman who checks his stitching one final time knowing only Allah will see it. It is the programmer who refactors messy code that the client will never read. It is the teacher who prepares an extra example because one student might need it. It is the entrepreneur who spends extra time making their product genuinely beautiful, useful, and reliable — not to impress, but because Allah sees. Imam Ibn al-Qayyim wrote that Allah is Jameel (Beautiful) and He loves beauty. A Muslim business built on Ihsan should reflect the beauty of Islam itself — in its design, in its customer care, in its packaging, in its communication. When people interact with a business run with Ihsan, they should feel: there is something different here. Something sincere and careful. That 'something' is the light of Ihsan, and it is deeply attractive. Ihsan also means excellence in relationships: with your employees, suppliers, and customers. Pay your workers promptly. Thank your

Key Lesson: Whatever you do, do it with Ihsan — excellence and beauty — because Allah sees every detail.

Action Step: Choose one product or service today. Ask: how would I do this if I knew Allah was

إِنَّ اللَّهَ يَأْمُرُكُمْ أَنْ تُؤَدُّوا الْأَمَانَاتِ إِلَىٰ أَهْلِهَا

Indeed, Allah commands you to render trusts to whom they are due.

— Quran — Surah An-Nisa (4:58)

Overview

This verse was revealed on the Day of the Conquest of Makkah when the Prophet ﷺ returned the key of the Ka'bah to Uthman ibn Talha despite pressure to keep it. The Prophet ﷺ said: 'Today is a day of Amanah and fulfillment of trust.' Scholars extend this principle to every form of trust in human life — and business is built on nothing but trust.

Deeper Reflection & Business Application

Amanah is broader than a single transaction. In business it encompasses: keeping client information confidential, honoring refund and warranty promises, delivering contracted work fully and on time, not misusing an investor's funds, paying employees their agreed wages promptly, and representing your qualifications accurately. The Prophet ﷺ said: 'There is no faith in the one who has no amanah, and there is no religion in the one who does not keep his promise.' (Musnad Ahmad). Amanah and religion are inseparable in Islamic ethics. A Muslim who prays five times but betrays client trust, misappropriates funds, or breaks business promises has separated their worship from their character — and this is precisely the hypocrisy the Prophet ﷺ warned against. In the modern era, digital trust has become paramount. Your clients' data, private communications, financial information, and business secrets are all amanah in your hands. GDPR, privacy policies, and data security are not merely legal obligations for the Muslim entrepreneur — they are extensions of Quranic amanah into the digital age. Build your

Key Lesson: Every client's data, every investor's money, every promise made — all are Amanah. Guard them

Action Step: Review: Is there any trust — a promise, a deadline, a refund, a confidence — you have

ولا تلبسوا الحق بالباطل وتكتموا الحق وأنتم تعلمون

Do not mix the truth with falsehood or conceal the truth while you know.

— Quran — Surah Al-Baqarah (2:42)

Overview

The Arabic word *laba* (mixing/confusing) is the same root as the word for 'clothing' — it implies dressing falsehood in the garments of truth so that it cannot be recognized. This is the essence of sophisticated deception: not outright lying, but misleading through omission, framing, and selective disclosure.

Deeper Reflection & Business Application

Modern marketing has elevated the art of *laba* to an industrial scale. A product is '95% fat free' — technically true, but the 5% fat is the unhealthiest kind. A loan has '0% interest for 12 months' — true, but the 29.9% after that is buried in fine print. A testimonial is real — but the reviewer was paid and the failures of the product are never shown. The Quran identifies two forms of this sin: actively mixing truth with falsehood, and concealing known truth while staying silent. Both are prohibited. The Muslim entrepreneur has a duty not just to avoid lies but to proactively disclose what is material to a buyer's decision. If your product has a known limitation, disclose it. If your service does not cover a certain scenario, state it clearly before the sale — not hidden in the terms. Imam al-Tabari explains that this verse was revealed to those who knew the truth but mixed it with their own interests and desires. How many business decisions today are made exactly this way — we know the honest answer, but we frame it differently because honesty would cost us? Every such decision is a step away from the straight path.

Key Lesson: No hidden terms, no false framing, no exaggerated claims. Full, clear, honest disclosure — always.

Action Step: Check your marketing materials today. Is there anything that could mislead a customer?

خير الكسب كسب تاجر إذا حدث لم يكذب وإذا أوتمن لم يخن

The best earnings are those of a merchant who does not lie when he speaks, and does not betray when entrusted.

— Prophet Muhammad ﷺ — Musnad Ahmad (15386)

Overview

The Prophet ﷺ defines the gold standard of halal income with remarkable precision: two qualities, nothing more. Not the richest merchant, not the most innovative, not the most networked. The best earnings come from the most honest and most trustworthy. Character — not capital — is the foundation of blessed wealth in Islam.

Deeper Reflection & Business Application

Khayr al-kasb — the best of earnings — carries the concept of barakah (divine blessing) within it. Two merchants may earn the same amount of money: one through honesty and trust, one through clever manipulation and hidden deception. To the eye, their bank balances look the same. But spiritually, one wealth carries light and the other carries darkness. Barakah in wealth is not measured in quantity but in quality: How much peace does it bring? How much good can it accomplish? How sustainable is it? Wealth earned honestly tends to multiply quietly and steadily. Wealth earned through deception tends to require ever more deception to sustain itself — until it collapses. The two qualities the Prophet ﷺ chose are deeply complementary. 'When he speaks, he does not lie' covers the external, verbal dimension of commerce: your words, your descriptions, your claims, your promises. 'When he is entrusted, he does not betray' covers the internal, fiduciary dimension: how you handle what others have placed in your care. Together they form a complete picture of the Islamic ethical merchant: someone whose words and

Key Lesson: Barakah in wealth comes from two things: honest words and faithful deeds. Build wealth on both

Action Step: Reflection: In your last 10 business conversations, were your words 100% truthful? Were

ومن يتق الله يجعل له مخرجا ۞ ويرزقه من حيث لا يحتسب

Whoever is mindful of Allah, He will make a way out for them and provide from where they do not expect.

— Quran — Surah At-Talaq (65:2-3)

Overview

These two verses are among the most beloved in the Quran for those under financial stress. They contain a direct divine promise — conditional on taqwa (God-consciousness) — of both relief from difficulty (makhraj) and provision from unexpected sources (rizq min haythu la yahtasib). This is not poetry; it is a covenant from the Creator of all rizq.

Deeper Reflection & Business Application

Every Muslim entrepreneur faces moments of fear: a contract falls through, a client delays payment, a market collapses, a product fails. In those moments, the temptation is to compromise: to accept a haram contract 'just this once,' to cut ethical corners to save costs, to deceive to survive. This verse is Allah's answer to that temptation. The promise of makhraj — a way out — means that for every business crisis the taqwa-conscious entrepreneur faces, Allah will open an exit. Not necessarily through the door you're staring at, but through a door you hadn't noticed. Countless Muslim entrepreneurs have testified to this: the moment they chose halal over haram in a moment of financial pressure, provision came from a completely unexpected direction. The phrase 'min haythu la yahtasib' — from where he does not reckon or calculate — is particularly instructive for business planning. We build financial models, project revenue, forecast growth. These are good and necessary. But the Muslim entrepreneur holds these models lightly, knowing that Allah's rizq operates outside human spreadsheets. Imam Ibn Kathir wrote

Key Lesson: Stay within halal boundaries — especially under pressure. Allah's provision comes from beyond

Action Step: Identify one area where financial pressure is tempting you toward compromise. Renew

من غشنا فليس منا

He who deceives us is not one of us.

— Prophet Muhammad ﷺ — Sahih Muslim (101)

Overview

These six words from the Prophet ﷺ represent one of the most direct and serious commercial rulings in the entire Sunnah. He declared them after passing a food seller who had hidden wet grain beneath dry grain to deceive buyers about quality — a small deception, seemingly minor, yet enough for the Prophet ﷺ to dissociate the deceiver from the Muslim community.

Deeper Reflection & Business Application

Ghash (deception) in business is prohibited in its every form — large or small, digital or physical, active or passive. The Prophet ﷺ did not say 'this is discouraged' or 'try to avoid it.' He said the deceiver is 'not of us' — a statement of profound communal consequence. To deceive in business is to step outside the ethical boundaries of the Muslim community. The forms of ghash in modern business are countless: fake five-star reviews written by the owner; before-and-after photos that are manipulated; ingredients lists that omit allergens; software that hides its true function; affiliate links presented as honest recommendations; charities that spend the majority of donations on administration while claiming otherwise; coaches who fabricate credentials or results. All of these fall under this Hadith. Imam al-Nawawi explains that the phrase 'not of us' does not mean leaving Islam — it means not following our way, not imitating our prophetic example, not embodying our values. The Muslim who deceives has disconnected their business from the Prophetic model. The positive flip side is equally powerful: the

Key Lesson: Deception — in any form, any size, any channel — has no place in an Islamic business. Zero tolerance.

Action Step: Scan your entire customer journey: website, sales calls, product, delivery. Remove any

رحم الله رجلا سمحا إذا باع وإذا اشترى وإذا اقتضى

“**May Allah have mercy on a person who is lenient when he sells, when he buys, and when he seeks repayment.**”

— Prophet Muhammad ﷺ — Sahih Bukhari (2076)

Overview

The Prophet ﷺ made a specific du'a for the samih (lenient, easy-going) merchant — one who does not squeeze every advantage in every transaction but instead makes commerce easy, generous, and merciful for those they deal with. This du'a is a divine endorsement: the merciful merchant earns Allah's mercy in return.

Deeper Reflection & Business Application

The word samih comes from the root meaning generosity, ease, and flowing water — something that gives without obstruction. The Prophet ﷺ applies it to three stages of every commercial relationship: selling, buying, and collecting what is owed. Lenient when selling: Don't pressure. Don't use artificial scarcity. Don't manipulate emotions to close a deal. Let the buyer make a free, informed choice. If they need time to decide, give them time. If they want to return a product, make it easy. This leniency is not financial weakness — it is prophetically endorsed generosity. Lenient when buying: Don't haggle aggressively in ways that humiliate or harm the seller. Pay fair prices. Honor your supplier relationships. Remember that the small farmer, the artisan, the freelancer on the other side of the transaction also has a family to feed. Lenient when collecting payment: This is perhaps the hardest. When someone owes you money and is struggling, give them grace. The Quran says explicitly: 'If the debtor is in difficulty, then let there be postponement until ease.' (2:280). The Prophet ﷺ praised those who wrote off debts of

Key Lesson: Make business easy and merciful for others — give grace, be generous, and Allah will be merciful to you.

Action Step: Identify one customer or partner who is struggling. Offer a grace period, a discount, or

جزاك الله خيرا

"May Allah reward you with goodness."

* * *

Build Your Business on Taqwa

The most successful businesses in the sight of Allah are not necessarily the largest or the wealthiest — they are those built on honesty, trust, and sincere intention.

May every halal transaction you make be a step closer to Jannah, and a light for the Ummah.

Continue Your Journey with Ummah Beacon

Free Ebook: Amanah in Leadership (English & Amharic)

1-on-1 Islamic Coaching with Yahya Aliyyi

More Free Resources & Islamic Business Guides

ummahbeacon.com

Yahya Aliyyi

Founder & Visionary Guide · Ummah Beacon

Former Zone Administrator · Jimma, Ethiopia

Aliyyiyahya2@gmail.com · +251 911 827 900

© 2026 Ummah Beacon · All rights reserved

Free to share with Muslims seeking halal livelihoods.