

**Enhancing Sustainability of Asnaf Entrepreneurs Through Zakat Board: Case Study of Kedah State Zakat Board (LZNK)**

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**ABSTRACT**

This study aims to develop a strategic map for economic regeneration to enhance the sustainability and resilience of Zakat recipients (asnaf) entrepreneurs under the Kedah State Zakat Board (LZNK). Qualitative analysis is employed to explore the study's objective through semi-structured questionnaires and focus group discussions with asnaf entrepreneurs. Our findings highlight that inadequate capital, rising raw material costs, lack of training, limited marketing platforms, monitoring issues, and insufficient equipment are the main constraints on business continuity. Consequently, the focus group discussions identified five key strategic pillars to support business redevelopment: the provision of Qardh-based loans, equipment and cash assistance, structured training, dedicated marketing platforms, and consistent monitoring. The study offers a mapping framework to support the recovery and growth of asnaf entrepreneurs and concludes with policy implications and directions for future research.

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