

Beat: Business

## **RAMADAN IS A GREAT NICHE FOR ANY BUSINESS PERSON**

### **HOW TO MAKE MONEY ON A SHORT-TERM**

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**USPA NEWS** - RAMADAN means for practicing Muslims not to eat, drink, smoke or even chew gum during daylight hours. People who are ill, elderly, menstruating or pregnant are exempt. This is considered as a sign of faith. Since more than two decades, we notice the halal business growing considerably for RAMADAN.

As we know, the worldwide Muslim population represents around 1,6 billion people. This year, all around the world, people were staying up to late to break their fast and get up in the early morning hours so they can eat before daybreak. In Muslim countries, the productivity of workers declining during this specific month is tolerated even when postponing decisions or meetings. Levels of observance of Ramadan will vary in different countries and cultures.

The positive side of Ramadan for business people (Muslims and Non-Muslims) is a higher demand for goods and services and higher consumption which equate to higher economic growth, although this is generally only a short-term effect. It is not different from the scenario witnessed over the Christmas period in some countries, when there are pronounced fluctuations in some types of business. Charities also tend to get a boost during Ramadan as mosques collect donations and people are encouraged to donate online.

Because Ramadan is based on the Islamic Lunar Calendar and its timing is therefore determined by the sighting of the New Moon, the holy month arrives approximately two weeks earlier every year.

You can find on the web all kind of advices on how to make money on a short term and easily. Nowadays, in our "modern" times, making money does not seem to go against religions. So, anyone can go into business during this short time. It goes to buying and selling dates and all other types of perishable goods usually consumed traditionally by Muslim people during this period. Selling soft beverages, mostly when Ramadan is in Spring-Summer time. Establishing a short-term clothing business or selling gifts, greeting cards, muslim calendars...

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