

Topic - 14 The Nature of Marketing

Activity 14.1

The "4Ps Pizza Empire Builder" Game



Figure 1: Pizza Empire Builder Game

The Game: Divide into teams and invent a fictional pizza brand from scratch. For each of the 4 Ps—Product (e.g., unique toppings, crust types, sizes), Price (e.g., budget-friendly deals or premium pricing), Place (e.g., food truck, app delivery, pop-up shops), and Promotion (e.g., viral social media challenges or influencer partnerships)—brainstorm and decide on strategies. Then, create a quick pitch deck or poster to "launch" your empire to the class, acting as if you're presenting to investors.

Fun: Unleash creativity with outrageous pizza concepts (like dessert pizzas or

themed flavours), add role-playing drama (e.g., one team member as the quirky CEO), and compete in a class vote for the most appealing brand.

Learning Benefit: Transforms abstract 4Ps into a dynamic, real-world simulation, helping you see how interconnected decisions drive marketing success and spark innovative thinking.



Kalemaat Nooraniyah 14.1

الداعي الاجل سيدنا محمد برهان الدين رضايك بيان ما فرماوے چھے:

"خدا تعالیٰ فرماوے چھے کہ - ان الله اشترى من المؤمنین انفسهم واموالهم ، خدا تعالیٰ مؤمنین سی جان مال خریدی لے چھے انے اہنا عوض ماسون اے چھے کہ جنة ، تارے خریدو کیوی طرح؟ خدا نی Market کئی چھے؟ کہاں سی خریدو؟ تو جواب سون کہ حق نی دعوة ، نہیں تو کہاں دیکھائی چھے کہ خدا تے کوئی چیز خریدتا ہوئی انے وچتا ہوئی؟ دعوة الحق ما چھے سون چھے؟ کر بیعة ، بیعة لیوائی چھے ، میثاق لیوائی چھے ، بیعة نی معنی وچووانے خریدو چھے مبایعة ، جنة اے نی جان مال خریدی لے چھے حق ناصاحب." ۱

الداعي الاجل سيدنا محمد برهان الدين رضايك اپنا بیان مبارک ما market نال لفظ نے استخدام کری نے ایم واضح فرماوے چھے کہ وچان خریدان نا واسطے market ضروری چھے - ترسی مؤمن پر لائق چھے کہ market نا nature نے سمجھے ، وچان انے خریدو ما محنت کرے انے marketing نا tools نو برابر فائده لے ، مگر ایم دھیان مارا کھے کہ marketing کرو ما حق نا خلاف نہ جائی انے

دغرنز کرے ، جر مناسب جگر ما marketing کروي جوئے وهاں عقلمندي سي marketing کرے.

From an Islamic perspective, marketing is more than just a function; it is an act of understanding customer needs, ethical promotion, and social responsibility. Value is seen as trust from the market, and responsible management is a duty. This framework encourages focus on essential strategies, avoid waste in promotion, give value to customers, and plan for long-term growth. Wealth is seen as trust from Allah ^{TA}, and responsible management in generating wealth is a duty.



Figure 2: The 4Ps of Marketing²

Core principles of Islamic Marketing:

- Intention (نية): Mumin's intention behind marketing decisions should be to please Allah TA. Promoting products responsibly and ethically, avoiding deception or harm, is an act of worship.

² Image generated by AI Google Gemini 2025

- Avoiding deception and exaggeration (كذب ومبالغة): Islamic teachings emphasize honesty and truthfulness in advertising. Misleading or fraudulent claims are discouraged, and Mumin should provide accurate information about products, prioritizing transparency over hype.
 - Fairness and justice (عدل): Marketing should ensure fair pricing, equitable treatment of customers, and avoidance of exploitation. Providing genuine value and mutual benefit in transactions is considered a virtuous act of worship and social responsibility.
-

1. Introduction to Marketing

Marketing is one of the most important functions of any business. It is the process through which companies understand what customers need, create products to meet those needs, and communicate the value of those products to the world.



Figure 3: The Definition of Marketing³

Marketing is not just selling. It starts long before a product is made and continues even after the sale is completed. It involves research, planning, designing, pricing, distributing, promoting, and building relationships.

Simple Meaning

Marketing means finding out what customers want and providing it in the best possible way.

³ Image generated by AI Google Gemini 2025

Formal Definition:

Marketing is the process of identifying customer needs, creating value, and delivering products and services to satisfy those needs profitably.

Example 14.1

Swiggy & Zomato: These apps use personalised notifications, discounts, and social media campaigns to attract customers. For manufacturers (e.g., food brands), wholesalers (e.g., suppliers), retailers (e.g., local stores), and service providers (e.g., delivery partners), this shows integrated marketing.

2. Evolution of Marketing (How Marketing Changed Over Time)

Marketing has changed a lot over the years. Earlier, businesses focused only on producing and selling. But today, marketing is customer-centred and data-driven.




Stage	Focus	Belief	Example
<i>Production Orientation</i> (1900–1930)	Make more products.	“If we make it, customers will buy it.”	Early automobile factories.
<i>Sales Orientation</i> (1930–1950)	Selling aggressively.	Salespeople convince customers.	Door-to-door sales.
<i>Marketing Orientation</i> (1950–1990)	Customer needs.	Understand what customers want.	Market research grows.
<i>Societal Marketing</i> (1990–2010)	Customer + society.	Products should be good for people and the environment.	Eco-friendly campaigns.
<i>Digital & Relationship Marketing</i> (2010–today)	Personalised marketing, technology.	Build long-term relationships.	Amazon recommendations, Instagram ads.





3. The Importance & Role of Marketing

Marketing is essential in every stage of business. Without customers, a business cannot survive—and marketing brings in customers.

Key Roles of Marketing:

- Identifying customer needs: Helps businesses understand what people want.
- Product design & development: Marketing research guides what features customers prefer.
- Pricing the product: Helps decide the right price based on competition and value.
- Promotion & communication: Advertising, branding, social media — all help customers learn about the product.
- Distribution: Ensures products reach customers at the right place and time.
- Building customer relationships: Repeat customers increase profits.
- Monitoring competition: Helps businesses stay ahead in the market.

Role	Description	
Identifying needs	Understand customer wants	
Product design	Guide features	
Pricing	Set right price	

Role	Description	
Promotion	Advertise and brand	
Distribution	Right place and time	
Relationships	Build loyalty	
Competition	Stay ahead	



4. The 4 Ps of Marketing (Marketing Mix)

The marketing mix is often called the 4 Ps, and it acts like the recipe of marketing.



Figure 4: The Marketing Mix Diagram⁴

1. Product: The goods or services offered. Includes quality, features, packaging, brand name, and customer experience.
2. Price: The amount customers pay. Must match value, competition, and ability to pay.
3. Place: Where the product is sold. Stores, online platforms, distributors, wholesalers, etc.
4. Promotion: How customers are informed. Advertisements, discounts, influencers, social media, events.

⁴ Image generated by AI Google Gemini 2025

5. Why Marketing Matters Today

In modern times, marketing drives business success. Even the best product will fail if nobody knows about it.

Reasons Marketing is Essential:



Figure 5: Nike⁵

- Helps build a strong brand identity - Nike has masterfully built its brand identity through campaigns like "Just Do It," which emphasizes empowerment, perseverance, and athletic excellence. Launched in 1988, this slogan transformed Nike from a footwear company into a global lifestyle brand, fostering emotional connections with consumers and differentiating it from competitors like Adidas. As a result, Nike's brand value soared to over \$30 billion by 2023, with consistent marketing reinforcing its image across ads, endorsements (e.g., Michael Jordan), and social media.

Quick tip:

A strong brand image can help a business grow even in competition.

⁵ Image generated by AI Google Gemini 2025



Figure 6: Dove⁶

- Creates awareness and demand - Dove's "Real Beauty" campaign, started in 2004, challenged traditional beauty standards by featuring diverse, everyday women in ads, sparking global conversations and awareness about self-esteem. This not only boosted demand for Dove products but also increased sales by 700% in the first decade, turning the brand into a leader in inclusive marketing and generating billions in revenue through viral videos and social media engagement.

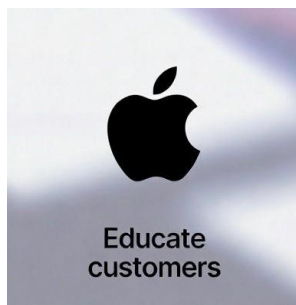


Figure 7: Apple⁷

- Educates customers about new products - Apple's product launches, such as the iPhone 15 in 2023, use detailed keynote presentations, tutorials, and online demos to educate consumers on features like advanced camera systems and sustainability efforts (e.g., recycled materials). This approach not only

⁶ Image generated by AI Google Gemini 2025

⁷ Image generated by AI Google Gemini 2025

highlights innovations but also builds excitement, resulting in millions of pre-orders and high customer adoption rates by clarifying complex tech in accessible ways.



Figure 8: Old Spice⁸

- Increases sales and profits - Old Spice's "The Man Your Man Could Smell Like" campaign in 2010 revitalized the brand with humorous, viral ads targeting younger audiences, leading to a 125% sales increase in the first six months and boosting Procter & Gamble's profits. The campaign's social media integration and celebrity endorsements (Isaiah Mustafa) turned a stagnant product line into a cultural phenomenon, generating over \$1 billion in revenue.



Figure 9: Zappos⁹

- Improves customer satisfaction through feedback - Zappos, an online shoe

⁸ Image generated by AI Google Gemini 2025

⁹ Image generated by AI Google Gemini 2025

retailer, integrates customer feedback via post-purchase surveys and 24/7 support, using insights to refine services like free returns and personalized recommendations. This led to a 75% repeat customer rate and high Net Promoter Scores (NPS) above 80, enhancing satisfaction and loyalty, which contributed to its acquisition by Amazon for \$1.2 billion in 2009.



Figure 10: Netflix¹⁰

- Helps companies innovate and improve continuously - Netflix transitioned from DVD rentals to streaming in 2007 by leveraging user data and feedback to innovate content recommendations and original programming (e.g., "House of Cards" in 2013). This continuous improvement through A/B testing and viewer analytics grew its subscriber base from 7 million to over 270 million by 2025, increasing revenue to \$35 billion annually and outpacing competitors like Blockbuster, which failed to adapt.

¹⁰ Image generated by AI Google Gemini 2025

6. Coca-Cola – Master of Mass Marketing

Case Study 14.1

Coca-Cola uses mass marketing to reach millions of customers across the world. They don't target a specific niche; instead, they position Coke as a drink "for everyone."

Key Strategies They Use:

- Strong emotional messages ("Open Happiness")
- Consistent branding and logo
- Wide availability everywhere
- Sponsoring sports and global events
- Attractive packaging

Result: Coca-Cola remains one of the world's most recognised brands.

Quick tip:

Marketing is more about understanding people
than selling products.

7. Mass Marketing and Niche Marketing

Every business must decide **whom** it wants to sell to. Some companies want to reach as many people as possible, while others prefer to focus on a small, specific group of customers. This choice shapes their entire marketing strategy—including pricing, advertising, product design, and distribution.

To understand this more clearly, marketers classify customers into two main categories:

1. **Mass Markets** – where the target is “everyone.”
2. **Niche Markets** – where the target is a very specific group of people.

Both strategies are effective, but they serve different purposes. A company’s success depends on choosing the right approach based on the nature of the product and the customers’ needs.



Figure 11: Difference between Mass and Niche Marketing¹¹

¹¹ Image generated by AI Google Gemini 2025

Mass Marketing

In simple terms, mass marketing means **selling one product to a very large audience without any special customization.**

Everyone receives the same message, same advertisement, and same product.

Example 14.2

- Colgate toothpaste
- Coca-Cola soft drink
- Dettol soap
- Parle-G biscuits
- Amazon Great Sale Ads

These are used by people of all ages, genders, and income levels.

Niche Marketing

A niche is a **small, focused group of customers with special needs.** Niche marketing means designing products for a **very specific audience**, not the general public.

Example 14.3

- Gluten-free bread for people with dietary restrictions
- Luxury handbags for high-income customers

- Rolex Watches
- Trekking shoes for adventure lovers
- Keto Snacks

Here, the product is unique, and the target group is small but loyal.



Key Features of Mass and Niche Markets

Mass Marketing Features

- One product for everyone
- High sales volume
- Low prices
- Heavy advertising
- Very wide distribution

- Standardization

Niche Marketing Features

- Customized products
- Small but well-defined audience
- Higher prices
- Focus on quality
- Specialised promotion
- Strong customer relationships

Benefits of Each Strategy

Advantages of Mass Marketing

- Large customer base
- Higher production = lower cost per unit
- Strong brand recognition
- Wide distribution ensures easy availability
- Suitable for every day-use product.

Advantages of Niche Marketing

- Less competition
- More loyal customers

- Ability to charge higher prices
- Products can be highly specialized
- Easier to understand customer needs deeply

Quick tip:

A strong niche product can charge higher prices due to low competition.

Challenges of Each Strategy

Challenges of Mass Marketing

- High competition
- Heavy advertising cost
- Difficult to satisfy diverse needs
- Market saturation

Challenges of Niche Marketing

- Smaller customer base
- Limited growth
- Higher production cost
- If customer preferences change, business may suffer

Mass vs Niche – A Simple Comparison

Feature	Mass Marketing	Niche Marketing
Target Audience	Very Large	Small, specific
Product Type	Standardized	Customized
Price	Lower	Higher
Competition	High	Low
Advertising	TV, Radio, Large Campaigns	Social media, targeted promotions
Customer Loyalty	Moderate	Very High

Did you know?

The famous chocolate brand **Ferrero Rocher** is still considered a niche premium brand despite global presence.

8. Customer Relationship Marketing (CRM)

In today's rapidly changing business world, customers have more choices than ever before. They can compare prices online, read product reviews, switch brands easily, and even buy from international sellers. Because of this, modern marketing is no longer only about *selling products*; it is about *building relationships*. Customer Relationship Marketing (CRM) focuses on creating long-term, meaningful connections with customers, rather than simply completing one-time transactions. The idea is simple: **when customers feel valued, they stay loyal**—and loyal customers are the heart of successful businesses.

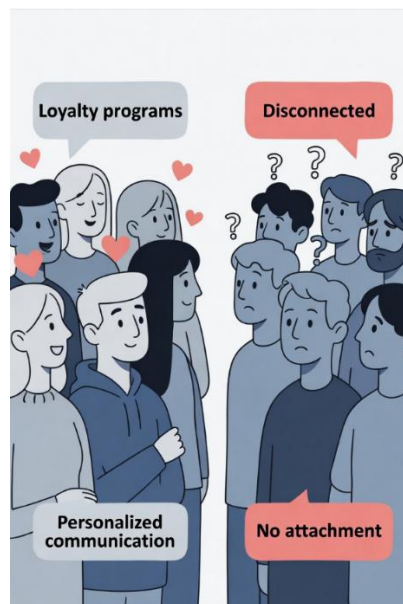


Figure 12: Personalized Communication¹²

CRM is based on understanding customer needs, preferences, buying habits, and satisfaction levels. With this information, companies can design personalized

¹² Image generated by AI Google Gemini 2025

strategies that make customers feel understood, cared for, and appreciated. This creates trust, increases repeat purchases, and enhances the brand's goodwill.

Definition

Customer Relationship Marketing (CRM) refers to the marketing approach focused on developing and maintaining long-term relationships with customers by offering personalized communication, better service, and continuous value.

CRM has become essential for the following reasons:

- Competition is high, and customers can change brands easily.
- Loyal customers spend more than new customers.
- Attracting a new customer costs much more than keeping an existing one.
- Satisfied customers recommend the brand to friends and family.
- Digital platforms allow personalized communication (email, SMS, apps).

Quick tip:

Treat each customer as unique

Train staff to be polite and helpful

Features of CRM

- **Customer database** – Stores details like name, age, purchase history, preferences.
- **Personalized communication** – Special offers, birthday messages.

- **Customer support tracking** – Issue recording, follow-ups, resolution updates.
- **Feedback management** – Reviews, ratings, surveys.
- **Loyalty programs** – Reward points, membership cards, exclusive benefits.



Figure 13: CRM Cycle¹³

Benefits of CRM

For Businesses

- Reduced marketing costs
- Higher repeat sales
- Increased customer satisfaction
- Strong brand reputation

¹³ Image generated by AI Google Gemini 2025

- Better understanding of customer needs

For Customers

- Faster and better customer service
- Personalized offers and discounts
- Convenience in buying
- Feeling valued and understood

Tools Used in CRM

Modern companies use:

- Customer management software (e.g., Salesforce, Zoho, HubSpot)
- Email marketing tools
- Chatbots and virtual assistants
- Mobile apps
- Loyalty cards and membership programs

Case Study 14.2

Starbucks Loyalty App

Starbucks noticed that many customers loved their drinks but didn't visit regularly. To increase loyalty, they launched the Starbucks Rewards Program. Customers earn "stars" on every purchase, unlocking free drinks, birthday treats, and special offers. With this simple loyalty system, Starbucks significantly improved repeat visits and built strong emotional connections with customers.

Result:

More repeat customers → Higher sales → Stronger customer relationships.

Leveraging Marketing Across the Supply Chain

1. Suppliers: Marketing Trust and Quality

For a Bohra supplier, marketing is the process of demonstrating that materials are ethically sourced and of superior quality.

- Nature of Marketing: Focused on transparency and reliability.
- Example: A supplier of sustainable construction chemicals might market their products at a community trade fair like the Saifee Burhani Expo 2025, highlighting technical certifications and the long-term reliability of their materials for architects and builders.

2. Manufacturers: Marketing Innovation and Ethics

Manufacturers use marketing to highlight their ability to modernize traditional industries while adhering to ethical standards like Halal compliance.

- Nature of Marketing: Focused on brand differentiation through innovation and value-based production.
- Example: A Dawoodi Bohra furniture manufacturer (e.g., Hasan Studios LLP) uses marketing to showcase "customized manufacturing" that combines modern design with high-quality, sustainable materials, targeting architects and premium homeowners.

3. Wholesalers: Marketing Bulk Efficiency

Wholesalers focus on becoming a "linchpin" in the supply chain by ensuring global availability and efficient distribution.

- Nature of Marketing: Functional marketing that emphasizes logistics, stock availability, and competitive bulk pricing.
- Example: A wholesaler of energy-efficient transformers, such as KRYFS Power Components Ltd, markets its large-scale inventory and global shipping capabilities to large-scale infrastructure projects across India and the Middle East.

4. **Retailers:** Marketing Community and Experience

Retailers are the face of the business, using marketing to build a loyal customer base through fair dealing and "doing the right thing".

- Nature of Marketing: Consumer-centric marketing that utilizes social media and community platforms like Dbohra.com to reach a global audience.
- Example: A hardware retail owner uses Instagram Reels or WhatsApp status updates to showcase new eco-friendly inventory, offering personalized consultations that build a reputation for honesty and "goodwill" within the neighborhood.

5. **Service Providers:** Marketing Reputation and Expertise

Service providers (logistics, customs agents, or IT) market their "intangible" assets, which are their reputation and specialized knowledge.

- Nature of Marketing: Relationship-led marketing that focuses on trust and long-term partnerships.
- Example: Shams Logistics International, a freight forwarder, uses its participation in trade expos to market its unique selling proposition (USP) of navigating complex international customs regulations, positioning itself as a "trusted advisor" for Bohra exporters.

How Should the Nature of Marketing be for the Dawoodi Bohra Community in Different Countries:

IN INDIA

Nature of Marketing - Marketing in India must be deeply relationship-based and trust-centric, as markets are fragmented, price-sensitive, and reputation spreads quickly through word of mouth. Customers value familiarity, continuity, and post-sale support more than sophisticated branding.

How It Should Be Practiced

- Emphasize value for money, durability, and service
- Use local languages and cultural references
- Focus on repeat customers rather than constant acquisition
- Ensure transparent pricing, especially in retail and trading businesses

Ethical Emphasis

- Avoid exaggerated claims
- Credit-based selling must be handled responsibly
- Clear communication on quality and delivery timelines

PK PAKISTAN

Nature of Marketing - Marketing should be trust-heavy and relationship-oriented, often built through family, community, and long-standing business ties. Personal credibility often matters more than brand identity.

How It Should Be Practiced

- Personal engagement and referrals
- Simple, respectful communication
- Emphasis on reliability and fairness in pricing

Ethical Emphasis

- Strong adherence to Islamic trade values
- Avoid exploitative pricing during shortages
- Maintain dignity and modesty in promotion

BD BANGLADESH

Nature of Marketing - Marketing must be cost-conscious and practicality-focused, as customers prioritize affordability and consistency over premium positioning.

How It Should Be Practiced

- Highlight product usefulness and longevity
- Distributor and wholesaler-led marketing
- Clear, simple messaging

Ethical Emphasis

- Fair pricing
 - Honest disclosure of product limitations
 - Respect for labor and supply-chain ethics
-

LK SRI LANKA

Nature of Marketing - A balanced approach—relationship-driven with increasing digital adoption. Customers appreciate sincerity and service quality.

How It Should Be Practiced

- Blend personal selling with digital presence
- Build brand through consistent service
- Community trust plays a major role

Ethical Emphasis

- Polite, respectful engagement
 - Long-term commitment over quick sales
-

MY MALAYSIA

Nature of Marketing - Highly professional, structured, and compliance-oriented, with strong importance given to halal integrity and ethical branding.

How It Should Be Practiced

- Emphasize certifications and standards

- Professional visual identity
- Clear product positioning

Ethical Emphasis

- Halal authenticity
 - Transparency in sourcing and pricing
 - Compliance with regulations
-

SG SINGAPORE

Nature of Marketing - Marketing must be highly credible, premium, and data-driven. Customers expect precision, clarity, and professionalism.

How It Should Be Practiced

- Strong digital footprint (websites, LinkedIn)
- Clear documentation and service terms
- Focus on efficiency and reliability

Ethical Emphasis

- Zero tolerance for misleading claims
 - Strict legal and consumer compliance
-

AE UAE

Nature of Marketing - A mix of brand image and relationship building. Speed, responsiveness, and presentation quality matter greatly.

How It Should Be Practiced

- High-quality branding and visuals
- Arabic + English communication
- Active networking and exhibitions

Ethical Emphasis

- Deliver exactly what is promised
 - Respect multicultural sensitivities
 - Avoid artificial luxury claims
-

KW KUWAIT

Nature of Marketing - Marketing is relationship-first with premium expectations. Social reputation carries strong weight.

How It Should Be Practiced

- Personal introductions and referrals
- High service standards
- Conservative yet refined branding

Ethical Emphasis

- Respectful conduct
 - Trust preservation over aggressive expansion
-

BH BAHRAIN

Nature of Marketing - A balanced, community-aware and digitally receptive environment.

How It Should Be Practiced

- Combine personal networks with digital tools
- Maintain consistency and accessibility

Ethical Emphasis

- Transparency
 - Modesty and professionalism
-

OM OMAN

Nature of Marketing - Marketing must be conservative, patient, and trust-oriented. Relationships develop slowly but last long.

How It Should Be Practiced

- Personal interaction over mass advertising
- Respectful tone and modest visuals

Ethical Emphasis

- Integrity and reliability
 - Avoid pushy selling
-

YE YEMEN

Nature of Marketing - Marketing is need-based and survival-focused, with deep reliance on trust and community solidarity.

How It Should Be Practiced

- Focus on essentials
- Personal credibility
- Fair and compassionate pricing

Ethical Emphasis

- Social responsibility
 - Avoid profiteering in hardship
-

US USA

Nature of Marketing - Marketing must be customer-centric, transparent, and legally robust. Brand storytelling and differentiation are key.

How It Should Be Practiced

- Strong websites, SEO, and reviews
- Clear return/refund policies

- Testimonials and social proof

Ethical Emphasis

- Compliance with consumer laws
 - Honest advertising and data protection
-

CA CANADA

Nature of Marketing - Trust-based and ethically conscious, with strong emphasis on inclusivity and sustainability.

How It Should Be Practiced

- Digital engagement
- Community involvement
- Clear communication

Ethical Emphasis

- Transparency
 - Respect for diversity
-

AU AUSTRALIA

Nature of Marketing - Straightforward, quality-driven and honest. Customers dislike exaggeration.

How It Should Be Practiced

- Clear value propositions
- Reviews and word-of-mouth
- Consistent service quality

Ethical Emphasis

- Truthful claims
 - Consumer protection compliance
-

NZ NEW ZEALAND

Nature of Marketing - Low-key, relationship and sustainability focused.

How It Should Be Practiced

- Authentic storytelling
- Community engagement
- Service reliability

Ethical Emphasis

- Environmental responsibility
 - Long-term trust
-

GB UNITED KINGDOM

Nature of Marketing - Professional, reputation-driven and compliance-heavy.

How It Should Be Practiced

- Digital marketing and LinkedIn
- Reviews and structured branding
- Clear contracts and pricing

Ethical Emphasis

- Honesty
 - Consumer rights adherence
-

IE IRELAND

Nature of Marketing - Relationship-friendly, warm but professional.

How It Should Be Practiced

- Networking
- Story-driven branding
- Personal rapport

Ethical Emphasis

- Consistency
 - Reliability
-

DE GERMANY

Nature of Marketing - Highly fact-based, precise, and quality-focused.

How It Should Be Practiced

- Technical accuracy
- Certifications and data
- Minimal emotional selling

Ethical Emphasis

- Absolute truthfulness
 - Legal and quality compliance
-

FR FRANCE

Nature of Marketing - Brand-led with emphasis on heritage, quality, and aesthetics.

How It Should Be Practiced

- Strong visual identity
- Storytelling around craftsmanship
- Cultural sensitivity

Ethical Emphasis

- Authentic branding

- Ethical sourcing narratives
-

SE SWEDEN

Nature of Marketing - Minimalist, sustainability-first, and trust-based.

How It Should Be Practiced

- ESG and ethical positioning
- Transparency
- Subtle messaging

Ethical Emphasis

- Environmental responsibility
 - Social impact
-

KE KENYA

Nature of Marketing - Relationship-centric and practical.

How It Should Be Practiced

- Local agents and distributors
- WhatsApp-based communication
- After-sales support

Ethical Emphasis

- Fair pricing
 - Availability and consistency
-

TZ TANZANIA

Nature of Marketing - Community-based and trust-driven.

How It Should Be Practiced

- Personal selling
- Local partnerships
- Consistent supply

Ethical Emphasis

- Reliability
 - Fair dealings
-

UG UGANDA

Nature of Marketing - Service-oriented and relationship-heavy.

How It Should Be Practiced

- Word-of-mouth
- Community reputation
- Affordable offerings

Ethical Emphasis

- Honesty
 - Long-term loyalty
-

EG EGYPT

Nature of Marketing - Relationship-driven with growing digital influence.

How It Should Be Practiced

- Social media + personal engagement
- Arabic communication
- Price transparency

Ethical Emphasis

- Trust-building
 - Respect for cultural norms
-

اسبق ما اولاً عنوان ني تفهيم كرتا هو اقا مولی نا بيان مبارك ني روشني ما "market" ني اهمية پر ذڪر ٿئي، ڀر بابت ڪتب الفقه جبر ادا ب انءِ اخلاق سڪهاوے چھ اھنءِ marketing ما ڪئي طرح implement ڪر وڀر ذڪر ٿئي، ڀرءِ مثل اڄ نا زمان نا بعض امثلة سي اھني definitions انءِ values واضح ڪر و ما اوي،

تر بعد ايم ذڪر ٿئي ڪر زمان نا ساڻھ ڪئي طرح marketing - evolve ٿيو، اھما سونءِ تبديلات ايا چھ انءِ اڄ نا وڀر ما اھن سونءِ مڪانه انءِ اهمية چھ، ڀر سلسلہ ما 4p's ني تفهيم ٿئي، انءِ امثلة ساڻھ mass انءِ niche marketing ما سونءِ فرق چھ، ھر ايك ني سونءِ ميزه، فوائد انءِ تحديات چھ ڀر واضح ڪر و ما ايو، ڀر ج مثل CRM (customer relation marketing) ني امثلة ساڻھ ذڪر ٿئي، اخير ما ايم ذڪر ٿئي ڪر ڪئي طرح supply chain نا تمام stages ما marketing ڪام ڪرے چھ انءِ ڀرءِ مثل متفرق countries ما بالخصوص مؤمنين نا وڀر ما اھنا سي سونءِ فوائد حاصل ٿئي سڪے چھ ڀر ذڪر ٿئي،

خلاصهً اسبق سي ايم حاصل ٿئي چھ ڪر وڀر ما نمو واسطے marketing گھنو ضروري چھ انءِ اھنا واسطے حسب مقتضى الزمان تمام technology انءِ الات سي استخدام ڪر و جوئيے حتى ڪر ايك مؤمن نو وڀر من بين الناس نوع منفصل هوئي ڪر جبر حضور اعلى ني منشا چھ.

References

١. الاقتباسات النورانية

Sr No.	Glossary
1	Marketing: The process of identifying customer needs, creating value, and delivering products and services to satisfy those needs profitably. It involves research, planning, designing, pricing, distributing, promoting, and building relationships.
2	Marketing Mix (4 Ps): Also known as the 4 Ps of Marketing, it is the combination of Product, Price, Place, and Promotion that acts as the recipe for marketing a product or service.
3	Mass Marketing: A strategy that involves selling one standardized product to a very large audience without customization, aiming for high sales volume, low prices, and wide distribution.
4	Niche Marketing: A strategy focused on designing customized products for a small, specific group of customers with unique needs, allowing for higher prices, less competition, and strong customer loyalty.
5	Customer Relationship Marketing (CRM): An approach that emphasizes developing and maintaining long-term relationships with customers through personalized communication, better service, continuous value, and tools like customer databases and loyalty programs.
6	Societal Marketing: A stage in marketing evolution (1990–2010) where products are designed to benefit both customers and society, such as through eco-friendly campaigns.

About HQHB & TR

We are a department formed by the 52nd Dai-al-Mutlaq Syedna Mohammed Burhanuddin RA as a part of the chain of events that took place on the auspicious occasion of His Golden Jubilee to commemorate 50 years tenure as the leader of the Dawoodi Bohra Community. We educate mumineen about Qardan Hasana and doing Business compliant with Fiqh-e-Fatemi and its benefits in the world and, thereafter, fostering economic and social growth. To summarise, AL-TIJAARAT-AL-RAABEHAH & IDAARAH HASANAAT AL-QARD AL-HASAN AL-BURHANIYAH are non-commercial, religious departments.



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