

Module 15 - Marketing Mix

Activity 15.1

Let's start thinking!

Before we learn the definitions, let's try a small activity. Imagine you are opening a new shop that sells Fruit Smoothies.

Grab a pen and answer these four simple questions:



Figure 1: My New Smoothie Business Idea'

1. What is special about your smoothies? (Is it healthy? Is it cheap? Is it super sweet?)
2. How much will you charge for it?
3. Where will you sell it? (At a school? In a mall? Online?)
4. How will people know about it? (Will you make a poster? Post on Instagram?)

Congratulations! You just created a **“Marketing Mix”**. You made decisions about the **Product, Price, Place and Promotion**. Now let's learn what these terms really mean.

¹ www.gettyimages.com/photos/smoothie-cartoon (Accessed: 10 December 2025)

What is Marketing Mix?

The Marketing Mix is a very important tool for businesses. To be successful, a business must have:

1. The Right Product
2. The Right Price
3. The Right Place
4. The Right Promotion

The Marketing Mix is the combination of tactical decisions (The 4Ps) that a business uses to sell its products successfully. If a business gets just one of these wrong, they might lose customers. For examples, imagine you have a *great* product, but the *price* is too high. No one will buy it.



Figure 2: The 4ps Diagram²

The ultimate goal of the marketing mix is Consistency. A high-quality product needs a high price and exclusive distribution. A cheap product needs a low price and mass distribution. When all four elements "match," the brand sends a clear, powerful message to the customers.

In Islam, business is not just about making money; **it is a form of *Ibadah*** if done correctly - therefore it is important for us to study Marketing Mix from

² www.investopedia.com (Accessed: 10 December 2025)

the *Fatemi* perspective. Here is how the 4Ps must follow ethical rules for a successful and blessed business.

Element 1: Product

The Product is the item that the business is selling. It is the heart of the business. It is essential for a Mumin to ensure that any product intended for sale is *Halal*.

قال امام جعفر بن محمد ع:

"ان رسول الله صلح نهى عن بيع الاحرار وعن بيع الميتة والدم والخنزير والاصنام وعن عسب الفحل وعن ثمن الخمر وعن بيع العذرة وقال هي ميتة"^۳

فحوى۔ رسول الله صلح یر ازاد شخص ، مردار جانور ، خون ، خنزیر ، بتو ، خمرانے نجاستہ نا وپار کروا سی منع کیدو چھے۔

قال امام جعفر بن محمد ع:

"الحلال من البیوع ما هو حلال من المأكول والمشروب"

فحوى۔ جہ چیز نو کھاووانے پیو و حلال چھے یر ۷ چیز نو وپار کرو و حلال چھے۔

'ایان سی ایم واضح چھے کر مؤمن جہ وقت کوئی وپار نو ارادہ کرے تو اهو ۷ products اختیار کرے جہ حلال هوئی ، جہ ما کوئی قسم سی حرام شامل نہ هوئی ، مثلاً۔ اهو masala نہ وینچے جہ ما asafetida یا nutmeg هوئی ، امثل اہنا وپار نی بناء حلال پر هو و لازم چھے۔

۳ کتاب دعائم الاسلام الجزء الثاني

۴ کتاب دعائم الاسلام الجزء الثاني

الداعي الاجل سيدنا مفضل سيف الدين طع ايك بيان ما فرماوے چھے:

"لا تأكل الا طيبا۔ ني بي جي وجهه سونر؟ كروه مؤمن جر مدھ ماكهي ني مثل چھے انے

ايمان ما مضبوط چھے، ير جر مال كاوے چھے ير پاك انے حلال هوئي چھے" ۵

Just as we ensure our food is pure, our trade must be free from forbidden ingredients, ensuring that what we sell is not only profitable but ethically sound.

Branding

A Brand is more than just a name. It is the personality of the product. When you see a logo, like the Nike "tick" or the McDonald's "M", you instantly know what it is. That is branding.

What is a USP?

USP stands for **Unique Selling Point**. This is the special thing that makes your product different from everyone else. If you don't have a USP, why should people buy from you?

- Example: Domino's Pizza USP was "Delivered in 30 minutes or it's free."
- Example: Dyson vacuum cleaners USP is "100% suction, no bags."

Case Study 15.1

Khaadi (Pakistan) Khaadi is a famous fashion brand in Pakistan.

- The Symbol: Their logo is a symbol of "weaving hands."

- The Power: They became so famous that they removed the name "Khaadi" from their logo. They just use the symbol now.
 - Why? Because the brand is strong. People see the symbol and know exactly what it is. This shows that a strong brand doesn't even need words!
-

Example 15.1

Examples of strong branding and USP within the Dawoodi Bohra Community includes:

- **BatC Patisserie:**

A brand founded by Batul Akhtar in Mumbai. The name itself is a fusion of her nickname "Batsy" and "C" for cakes, creating a modern, recognizable brand that now supplies high-end hotels like the Taj and JW Marriott. Their USP is bespoke luxury. Unlike generic bakeries, they specialize in high-end designer cakes and macarons specifically for luxury clients like the Taj and JW Marriott, using specialized industrial machinery to maintain elite quality.

- **Diamond Samosa:**

A renowned brand in Mumbai that has scaled its production to 1,500 kilograms of patti samosas a day. Its branding is built on a legacy of quality and a widespread reputation throughout the country. Their USP is the heritage and specialized scale of their "patti" (the thin pastry sheet). While many sell samosas, they produce 1,500 kilograms of patti samosas a day, maintaining a 65-year-old handmade tradition that serves the entire country.

- Naqiyah Talib's Gift Wraps (Hong Kong):

Her USP is eco-friendly tradition. She combines the Japanese furoshiki style with the traditional bandhan (gift-giving) to create reusable wraps from recycled plastic, turning a common item into a sustainable cultural statement.

Thus, all these strong brands with USP makes a product different from others. In the community, this often involves a blend of tradition, quality, and specialized skill.

Why is Branding Important?

1. Recognition: People find your product easily in a busy shop.
2. Loyalty: If people like the brand, they will buy it again and again.
3. Higher Price: People pay more for a famous brand (like Apple or Khaadi) than a brand nobody knows.

Brand should be so good and unique that it leads the market. This encourages Mumin to be trendsetters and be so distinct in his business that the crowd follows his trend, rather than he just following the crowd.

الداعي الاجل سيدنا مفضل سيف الدين طع فرماوے چھے:

Kalemaat Nooraniyah 15.2

"رسول الله خير ما خير مالني كهجوري انے گھوڑاسي مثال اپي نے مؤمنين نے وپار
كيم کروویر متعلق كينك امورني هداية دے چھے ، پہلي چیزير كہ مؤمنين نو وپاربيجا

لوگوں کو اپارنا درمیان نوع منفصل من جنس ہوئی ، اعلیٰ ما اعلیٰ ہوئی ، trendsetting
ہوئی ، اہنا trend نے دیکھی نے سگلا عباد اللہ اہنے follow کرتا ہوئی " ۶ .

ایمان سی ایم واضح تھائی چھے کہ مؤمن نو وپاریج الوگو کرتا اعلیٰ انے نمایا ہوئی . حضور اعلیٰ
مؤمن نے ایک vision عطاء فرماوے چھے کہ اہنو وپاریبہ شاکلہ نو ہوئی کہ دنیا ما بھی اہنا وپار
سی identity ہوئی .

Did you know?

Nike paid a student only 35 dollars
to design their famous "Swoosh logo
in 1971. Today, that logo is worth
billions of dollars!

The Life Cycle

Products are like humans. They are born, they grow up, they become adults, and eventually, they get old. We call this the Product Life Cycle. It has four stages:

Stage 1: Introduction

The product is brand new. Sales are low because nobody knows about it yet. The business spends a lot of money on advertising.

Example: Foldable Smartphones or Virtual Reality Headsets (just being invented).

Stage 2: Growth

People start to like the product. Sales go up very fast! The business starts to make profit. Example: Electric cars (more people are buying them every day).

Stage 3: Maturity

The product is famous. Everyone knows it. Sales are at the very top. They don't go up much more. This is when the business makes the most cash. Example: Coca-Cola or the iPhone.

Stage 4: Decline

The product is getting old. New technology is better. Sales start to go down. Example: DVD players or old button phones.

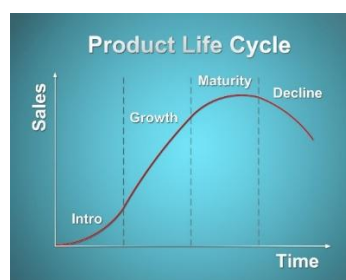


Figure 3: The Product Life Cycle⁷

⁷ www.smartdraw.com/cycle-diagrams (Accessed: 10 December 2025)

Portfolio Analysis

Big companies sell many different products. They need to check which ones are doing well. They use a tool called the Boston Matrix. Imagine a box with four sections:

1. The Star

This product is very popular and growing fast. It needs money spent on it to keep it growing. Example: The newest iPhone.

2. The Cash Cow

This product is fully grown. It is steady. It makes a lot of money (milk) without much work. Example: Regular Coca-Cola. It just sells itself!

3. The Question Mark

This is a new product. It is growing, but we don't know if it will win. It is risky. It could become a Star, or it could fail.

4. The Dog

This product is not popular. It is not growing. It does not make money. The business should usually stop selling it unless it is needed to support other products (like spare parts).

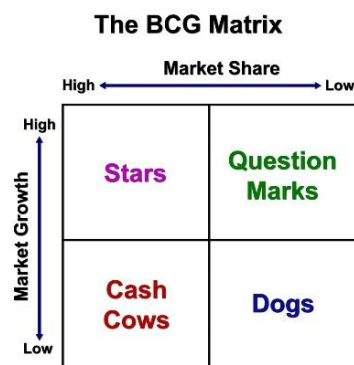


Figure 4: The BCG Matrix⁸

⁸ www.corporatefinanceinstitute.com/resources/management (Accessed: 10 December 2025)

Case Study 15.2

CORNETTO The Problem: Cornetto (the ice cream cone) is a classic product. It was in the **Maturity** stage. The business was worried it might enter the Decline stage. People might get bored of just vanilla ice cream.

The Solution: They used "Extension Strategies." This means doing new things to keep the product alive longer.

What did Cornetto do?

1. **New Flavors:** They launched chocolate, strawberry, and caramel flavors.
2. **New Sizes:** They made different sizes for snacks.
3. **New Places:** They started selling in new countries like Pakistan, using local tastes. **The Result:** Sales went back up! The product life was "extended."

Quick tip:

A complaining customer is actually a gift! They are telling you exactly how to fix your business. If you fix their problem, they will become your most loyal friend

Selling a Product

The most important thing in selling products is *Sincerity* and *Integrity*. Mumin must serve the customer by being truthful, even if it risks a sale. Key characteristics of a sincere seller and purity in trade includes:

- **Total Transparency:** Never conceal a defect or fault in the product.
- **Honest Presentation:** Do not display the best items while hiding inferior ones beneath them.
- **True Representation:** Show the product exactly as it is, without cosmetic enhancements that mislead the buyer.
- **Mixing** high-quality goods with low-quality goods and selling them all at the high-quality price.
- **Giving slightly less weight** or length than what was paid for.

All these key characteristics are mentioned in *Daim ul Islam*; Rasulullah ^{SAW} identified this behaviour as deception (غش)

قال رسول الله صلح: "من غشنا فليس منا"

فحوى۔ جہ شخص دھوکو کرے یہ ہمارا ماسی نہھی۔

قال رسول الله صلح: "لا یحل لاحد یبوع یعافیہ عیب الایینہ"

فحوى۔ کوئی چیز وینچتی وقت جو اہما عیب ہوئی تو خریدنار نے یہ عیب نی خبر کرے۔

"وعن عليؑ انه نهى الباعة ان يظهروا افضل ما يبيعونه ويخفوا شره"

فحوى۔ مولانا علي امير المؤمنینؑ یہ وپار ما ایم منع فرمایو چھے کہ کوئی چیز وینچتی وقت افضل نے ظاہر کرے انے شر نے مخفی کرے

احدیث انے کلام سی واضح تھائی چھے کہ غش (دھوکو) کری نے یا جھوٹ بولی نے کوئی چیز وینچو و مؤمن نا اخلاق ماسی نہ کہوائی، امانت داری را کہسے تولو گواہنا پر بھروسو کری نے زیاده مال خرید سے انے صحیح طریق اختیار کروا نا سبب برکتہ نظر او سے۔

Element 2: Price

Price is the amount of money a customer pays. Setting the price is very difficult. If the price is too high, customers go to a competitor. If the price is too low, people might think the quality is bad, or the business will lose money. How do managers decide the price?

1. **Cost of production:** How much did it cost to make? (If it cost \$5 to make, you must sell it for more than \$5).
2. **Competition:** What is the other shop charging?
3. **Brand Image:** Is it a luxury brand (high price) or a budget brand (low price)?

Pricing Strategies (Types)

Here are the main methods businesses use to set a price.

1. **Cost-Plus Pricing:** This is the easiest way. Calculate the cost to make one item (e.g., \$10). Add a profit margin (e.g., \$5). The Price is \$15. Good because: You always make a profit.
2. **Penetration Pricing:** Used for new products. You set a very low price at the start to attract customers. Once people like the product, you raise the price. Example: A new pizza shop sells pizza for \$1 for the first week.
3. **Price Skimming:** Used for new and fancy technology. You set a very high price at the start. Rich people pay it because they want to be the first to own it. Later, the price drops for normal people. Example: PlayStation 5 or a new iPhone.

4. **Dynamic Pricing:** The price changes all the time depending on demand.
Example: Airline tickets or Uber. If it is raining, Uber is expensive. If it is sunny, it is cheap.

Product-Centric Pricing

In *Daim ul Islam*, Imam Jafar al-Sadiq ^{AS} establishes a refined principle for pricing: he disliked that profit be calculated strictly on the Capital. Instead, he taught that profit should be attributed to the Product. He preferred that a merchant views his gain because of the goods sold, rather than simply a return on the money invested.

”فكره ابو جعفر بن محمد ^ع ان يكون الربح محمولا على المال فرأى ان يكون محمولا على
المتاع”

فحوى۔ امام جعفر الصادق ^ع اوات نے نہ پسند کرے چھے کہ ربح (Profit) نے مال ساتھ
جوڑے، اپ ایم دیکھے چھے کہ ربح نے سامان (Product) ساتھ جوڑے۔

Imam Jafar al-Sadiq ^{AS} teaches that business should be about selling goods, not just growing money.

- **Disliked (Profit on Capital):** Saying "I want to make 10% on my money" or saying, "I need a 20% return on my cash investment". This mindset resembles *Riba*/Interest, where money births more money.
- **Preferred (Profit on Goods):** Saying "I want to make \$5 profit on this shirt" or saying, "I will add a fair profit margin to this specific product". This is true Trade, where the item generates the value.

Why is this important?

In *Daim ul Islam*, this distinction is made to protect the merchant. When you focus on "Profit on Capital," you are just looking at numbers growing. When you focus on "Profit on Merchandise," you are focused on providing a good or service of value to a customer. Focus on the Product, Not Just the Percent. Attach your profit to the item you sell, not the money you invested. Treat money as a tool to move goods, not as a product to be grown.

The wisdom in *Daaim ul Islam's qawl* is profound, reminding us that the dignity of the product must dictate the cost, not the other way around. By shifting our mindset to value the item itself, we ensure that our business is built on substance and sustainability rather than just financial transactions.

Common Pitfalls of False Pricing

Case Study 15.3

Cement in Malaysia. In Malaysia, two big cement companies (YTL Cement and Lafarge) joined together. This is called a merger. Because they became one big giant company, there was less competition. What happened? The price of cement went up! When there is less competition, businesses can charge higher prices.

Now Think!

Is it fair for businesses to raise prices just because they have no competition?

No. Raising prices just because you have the power to exploit customers is considered unfair and a form of oppression (Zulm). In a free market, if a company has no competition (a Monopoly), they have the power to raise prices because customers have nowhere else to go.

But Syedna Mufaddal Saifuddin ^{TUS} guides us not to reach the top through "oppression" (zulm) or "trickery" (hila bazi). A Mumin business owner should charge a price based on the **value of the product and the cost to make it**—not based on how helpless the customer is. Just because you can make money a certain way, doesn't mean you should- true success comes from hard work and delivering value.

Kalemaat Nooraniyah 15.3

الداعي الاجل سيدنا مفضل سيف الدين طع فرماوے چھے:

"دنیا ماہر ہنر ماتمیں ذرۃ پر ہوئی، top پر ہوئی انے یر top پر پہنچوا واسطے اجتہاد

کرجو، پسینہ بھی بہاوی دیجو، مگر یہ top پر کوئی حیلہ بازی سی یادھو کا بازی سی نہ
پہنچائی، top پر پہنچوا واسطے بیجا پر ظلم کری نے تو پچلاوی دیو ایم نہ کرجو^{۱۳}

ایمان مبارک سی ایم واضح تھائی چھے کہ top پر پہنچوا واسطے کوئی حیلہ بازی یادھو کا بازی نہ
کرے۔ ایمان مبارک نے Pricing نا مجری ما دیکھیئے:

- کوئی بھی چیز نی قیمت Competitor نے نقصان پہنچاوا واسطے کم نہ کرے تاکر لوگو
اھنا نزدیک سی مال خریدے،
- جو کوئی Product فقط اھنا نزدیک موجود ہوئی تو اچیز نو فائدہ اٹھاوی نے قیمت
ودھاوی نہ دے، کوئی بھی چیز نی قیمت اھنا quality انے محنت مطابق راکھے.
- یرے مثل قیمت اپنا واسطے بھی ہدایہ چھے کہ برابر محنت مطابق رقم اے، کم نہ اے،
حضور اعلیٰ ہمیشہ ارشاد فرماوے چھے کہ بئیر او جہر سگلا روٹی، پاپڈ وغیرہ بناوے
چھے اھنے برابر اھنی محنت انے کام مطابق قیمت اے، کم نہ اے.

Let us explore some more key characteristics of Pricing in the light of this
Kalemaat Nooraniyah:

- **Pricing with Integrity**

This guidance transforms how we view Competition. In the Marketing Mix, everyone wants to be the Market Leader (at the 'Top'). However, this must be achieved through **Product Quality and Hard Work**, not by engaging in unfair

^{۱۳} المجلس الثاني ۱۴۳۶ھ

Price Wars or deceptive pricing strategies. A business should not use hidden costs to trick customers. True success comes from fair pricing that reflects honest value.

- **Competition: Rising Up vs. Pushing Down**

Many businesses try to become the market leader by destroying their competitors (e.g., spreading rumors, stealing ideas, or blocking them). Mumineen are being advised to be at the "Top," but they must get there by Hard Work, not by pulling others down. If you want to be the market leader (a "Star" in the BCG Matrix), focus on making your product better, not on making your competitor's life harder. True competition is about Self-Improvement, not destruction.

- **Price: Strategy vs. Deception**

The "*Hila Bazi*" (Trickery): In pricing, businesses often use tricks.

Example:

- Hidden fees (advertising a low price but adding extra costs at checkout).
- Fake discounts (raising the price first to make the "sale" look bigger).

Syedna Mufaddal Saifuddin ^{TUS} teaches us that do not use tricks to get sales. Your price should be fair and transparent. If you charge a high price, it should be because of high quality/hard work, not because you tricked the customer.

- **Avoiding "Price Wars" (*Zulm*)**

A "Price War" where businesses keep lowering prices just to bankrupt a competitor. This is a form of *Zulm* (oppression). A big company with lots of money might lower prices just to kill a small shop that can't afford it. You shouldn't use your financial strength to "oppress" a smaller competitor.

- **Prohibition of Hoarding (*Hukra*)**

"وعن رسول الله صلح انه نهى عن الحكرة قال لا يحتكر الطعام الا خاطئ"^{١٤}
فخوى۔ رسول الله صلح یر حکرة کرواسی منع فرمایو چھے ، انے اپ فرماوے چھے جن نو
حکرة کرنا رخطاء کرنا چھے۔

"قال علي ع: المحتكر اثم عاص"^{١٥}

فخوى۔ حکرة کرنا رگناہ کرنا چھے انے عصیانی کرنا چھے

Hukra means hoarding goods to create a fake shortage in the market. This practice is often used to force prices up unfairly. In an ethical pricing strategy, Hukra must be avoided to ensure that the cost of a product reflects its real value, not manipulation. By releasing stock normally instead of hiding it, prices remain stable and fair for the buyer, preventing artificial inflation.

Thus, to summarize this, fair pricing builds the bridge between product value and customer satisfaction. Price is not just a cost, but a promise of quality delivered to the customer.

Quick tip

If you lower your price, your competitor will lower theirs. Then you lower yours again, Soon, nobody is making profit! This is called a "Price War", and usually, everyone loses. It is better to compete on *Quality*, not just Price.

Element 3: Promotion

Promotion is how the business communicates with customers. It is not just advertising. It is about convincing people to buy. Why do businesses promote?

- To tell people a new product exists.
- To remind people about an old product.
- To improve the brand image.

Main Methods of Promotion:

1. **Advertising:** Paid messages on TV, Radio, or Newspapers.
2. **Sales Promotion:** Short-term deals to boost sales (Coupons).
3. **Personal Selling:** A salesperson talks to you directly (like buying a car).
4. **Direct Marketing:** Sending emails or letters to your house.
5. **Sponsorship:** Paying to put your logo on a sports team shirt.

Advertising Methods:

1. **Print Advertising:** Newspapers and magazines. It is good because people can cut out the ad and keep it. It is less effective for young people, but still good for reaching older customers.
2. **TV Advertising:** Commercials during shows. It is good because reaches millions of people. Can show colour and movement. It is bad because it's very, very expensive!
3. **Billboards (Outdoor):** Big posters on the side of the road. Everyone driving by sees it every day but you can't put much information on it (people are driving fast!).
4. **Digital Advertising:** Social Media (Instagram, WhatsApp). You can target specific people (e.g., "Show this ad only to teenagers who like football").

Sales Promotion

Sales promotion is different from advertising. It is a special offer to make you buy now.

Example 15.2

Sales Promotion:

- **BOGOF: "Buy One, Get One Free."** This encourages people to buy more stock.
- **Coupons:** A ticket that gives you money off (e.g., "Save \$1 with this paper").
- **Loyalty Cards:** "Buy 9 coffees, get the 10th one free." This makes customers come back to your shop.
- **Free Gifts:** Putting a small toy inside a cereal box.

Quick tip:

The Power of "Free" - Everyone loves getting something for nothing. Giving away a small free sample (like a piece of cheese or a 7-day trial) is the best way to get people to trust a new product

Case Study 15.4

Nike vs. Adidas (Digital Promotion) Nike and Adidas are huge rivals. They are moving away from TV ads and spending more money on Digital Promotion. Nike has more followers on Instagram and YouTube. Adidas has more followers on Facebook and Twitter. Both companies spend billions of dollars to talk to

customers on their phones.

Viral Marketing

What is Viral Marketing? This is when a business makes something so cool or funny that people share it with their friends on the internet. It spreads like a virus. It is essentially free advertising!

The Nikon Example: Nikon (the camera company) wanted to sell a new camera. They went to a music festival. They gave cameras to fans and asked them to take photos. The fans posted the photos on social media. Their friends saw the photos and thought, "Wow, cool camera!" Result: Nikon got millions of "impressions" (views) without paying for a TV ad.

Transparency in Promotion

- Over-promising (Exaggeration): Avoid exaggerated claims about the product's benefits or durability. You must not claim the product can do things it strictly cannot do.
- To avoid using oaths and swearing to Allah ^{Ta'ala} to persuade customers: A Mumin must strictly avoid using Allah's ^{Ta'ala} name to validate a transaction regarding the false price paid or the false origin of the item. Let the product's quality speak for itself. Rasulullah ^{SAW} states:

قال رسول الله صلح: "اياكم والحلف ، فانه منفقة للسلعة ، ممحقة للبركة"^١
فحوى۔ تمیں سگلا قسم کھاوا نے ڈرو، یہ نفقہ نے خرچنا رچھے، انے برکة نے مٹاؤنا رچھے

احديث شريف سي ايم واضح تھائي چھے کر مؤمن واسطے وپار کرو برکة نو سبب چھے۔ یر برکة نے باقی راکھوا واسطے قسمو انے جھوٹ سي باز رہے۔ اھوي شاکلة سي اھنا product نے promote نہ کرے جہ ما جھوٹ شامل ھوئي۔

Example 15.3

Powerful example of Promotion in the *Dawoodi Bohra* community is the use of Burhani Expos and Thematic Exhibitions, such as:

- **The Saifee Burhani Expo**

Organized by the community's business department, *Tijaarat Raabehah*, these expos serve as a massive promotional stage where individual business efforts meet collective community strength.

How it Works as a Promotional Tool:

- **Physical Visibility & Domes:** Businesses are categorized into thematic "domes"—such as Technology, Industry, and Society—to help them reach their specific target audience more effectively.
- **Networking Over Advertising:** Instead of just paying for ads, entrepreneurs get to engage in direct face-to-face interaction with thousands of visitors. This builds brand exposure and high-trust leads that word-of-mouth alone cannot reach.
- **Interactive Demonstrations:** Many booths use hands-on product demonstrations, allowing customers to "touch and feel" the quality, which is vital for building trust in sectors like construction or handicrafts.

- **Global Reach:** These expos have expanded from regional cities in India (like Pune and Indore) to international locations like Kenya (Africa Trade Expo) and the United States (Mashtal Expo for women), allowing local home-industries to promote their products to a global market.

- **DBohra.com**

DBohra.com is a global trade portal developed by the *Hasanaat al-Qard al-Hasan al-Burhaniyah* Department to help *Dawoodi Bohra* entrepreneurs shift from a service-oriented mindset to a business-oriented one. As a promotional tool, it offers verified business listings that build immediate brand trust and credibility within the community. The platform provides strategic branding solutions, including targeted digital advertising and professional content marketing, to help even small home-based industries reach a global audience of manufacturers and retailers. By offering a centralized directory, it ensures that a Mumin's product or service is visible to potential partners and customers across the world.

Element 4: Place (Distribution)

Place is about how the product gets from the factory to the customer. We call this the Channel of Distribution.

- **Channel 1: Direct Selling- Factory -> Consumer.** You buy directly from the maker. Example: Buying vegetables from a farmer's market, or buying software from a website. Benefit: The business keeps all the profit. No middleman.
- **Channel 2: Retailer- Factory -> Retailer (Shop) -> Consumer.** The factory sells to a shop, and you buy from the shop. Example: You buy shoes at a shoe store, not at the shoe factory. Benefit: Consumers can try the shoes on before buying.
- **Channel 3: Wholesaler- Factory -> Wholesaler -> Retailer -> Consumer.** A wholesaler buys huge amounts (bulk) and sells smaller amounts to small shops. Example: A small corner shop buys candy from a big warehouse (wholesaler).
- **E-Commerce (Online Shopping)** This is the fastest-growing "Place." Pros: You can sell to the whole world, 24 hours a day. Cons: Shipping costs money, and customers cannot touch the item.

Quick tip:

Place is not just about location; it is about *atmosphere*. Bakeries often vent the smell of fresh bread onto the street. Why? To make you hungry and pull you inside! A nice shop makes people stay longer and spend more.



Figure 5: Distribution Channels¹⁷

Kalemaat Nooraniyah 15.4

الداعي الاجل سيدنا مفضل سيف الدين طع فرماوے چھے:

"پاك انے حلال روزي كاوا واسطے مؤمن الگ الگ راستہ وُسي حلال سي وپار کرے چھے ، انے اہنا واسطے زمین ما دور دراز سفر بھي کرے چھے ، مؤمن مال کاوانا سگلا راستہ وُني خبر راکھے چھے ، کہ اچے وپار اُم تھائی چھے ، اُم تھائی چھے"¹⁸

ایمان مبارک سی ایم واضح تھائی چھے کہ مؤمن وپار واسطے ایک ۛ جگہ بیٹھانہ رہے ، پوتانا وپار نے ایک ۛ جگہ limited نہ راکھے ، دنیا نا حالات سی واقف رہی نے روزي کاوا واسطے جسما و فکر دور دراز جائی انے اچھا ما اچھو مال لاوی اہنا Customers لگ پہنچاوے۔

This specific guidance connects deeply with the concept of **Distribution Channels**. 'Place' is not just about sitting in a shop; it requires Logistics and

¹⁷ www.salesforce.com/sales/distribution-channels (Accessed: 10 December 2025)

¹⁸ المجلس الاول ۱۴۴۶ھ

Sourcing. By travelling far and wide, a business owner connects the factory to the customer, ensuring the best products are brought from distant lands to the local market.

In the Marketing Mix, Place is about accessibility. This statement highlights that a successful business **cannot be lazy or limited to one spot**. It must understand the 'routes' (channels) of the world. Travelling to source goods represents the hard work of Supply Chain Management—knowing exactly where to go to find value for your customers ensuring the "Place" (shop) is stocked with the best goods available. It transforms a simple shop into a connection point between global producers and local buyers.

How can Dawoodi Bohra Community Apply 4P's of Marketing Mix across Different Supply Chains?

1. Suppliers (Sourcing & Procurement)

At the start of the supply chain, the focus is on securing high-quality inputs that form the foundation of your brand.

- **Product:** Proactively source premium materials that are ethically certified and pure. For example, a textile business should source high-thread-count fabrics that are durable and long-lasting.
- **Price:** Use Value-Based Procurement. Instead of just looking for the cheapest price, look for the best total value to ensure your final product can command a premium in the market.
- **Place:** Travel "far and wide" to find unique suppliers that your competitors don't have access to. This builds a competitive advantage from the very first step.
- **Promotion:** Build a B2B Reputation. Promote your business to suppliers as a reliable, prompt-paying partner, which often leads to better priority and exclusive access to new materials.

2. Manufacturers (Production & Crafting)

Manufacturing is where you turn raw materials into a unique offering that leads the market.

- **Product:** Aim to be a Trendsetter. Use innovative designs or superior engineering so that your product is the highest of high and stands out from generic items.
- **Price:** Implement Cost-Plus Pricing accurately by calculating every expense, including high-quality labour and sustainable energy, to ensure the business remains profitable and scalable.
- **Place:** Set up efficient "smart" workshops or factories that use modern technology to reduce waste and ensure consistent quality for every unit produced.
- **Promotion:** Focus on Brand Identity. Use a distinctive logo or symbol to communicate your product's personality even without words.

3. Wholesalers (Bulk Distribution & Warehousing)

Wholesalers manage the "bridge" between the factory and the market.

- **Product:** Curate your inventory to avoid "Dogs" (unpopular items) and focus on "Stars" (fast-growing, high-demand products) in your BCG Matrix.
- **Price:** Avoid artificial inflation. Release stock steadily to maintain market stability and a reputation for being a fair and consistent distributor.
- **Place:** Utilize Logistics Hubs. Use modern warehousing systems and community business centres to ensure goods are stored safely and can be delivered quickly to retailers.

- **Promotion:** Offer Volume Incentives. Use "Sales Promotion" tools like bulk discounts or "Buy One, Get One Free" (BOGOF) to encourage retailers to stock more of your brand.

4. Retailers (Direct-to-Customer Sales)

Retailers are the face of the business and must focus on the customer experience.

- **Product:** Ensure Total Transparency. If an item has a minor scratch or defect, disclose it immediately. This honesty builds lifelong customer loyalty.
- **Price:** Use Psychological or Penetration Pricing for new items to attract a crowd, and then shift to a steady price as the brand enters its "Maturity" stage.
- **Place:** Focus on Atmosphere. Ensure your store (physical or online) is welcoming.
- **Promotion:** Leverage Digital Advertising. Use platforms like WhatsApp and Instagram to target specific customers with personalized offers that make them feel valued.

5. Service Providers (Professionals & Consultants)

For those selling expertise rather than physical goods.

- **Product:** Your product is your Expertise. Use "Extension Strategies" by constantly learning new skills (like AI or digital marketing) to keep your services in the "Growth" stage.

- **Price:** Shift to Value-Based Pricing. Charge for the transformation or solution you provide to the client, rather than just the time spent on a task.
 - **Place:** Use Omnichannel Accessibility. Be available via video calls, email, and community portals like DBohra.com to serve clients globally.
 - **Promotion:** Use Viral & Word-of-Mouth Marketing. A single high-quality result for one client can "go viral" through community recommendations, which is the most powerful free promotion.
-

Marketing your Brand Across the Globe

To succeed in the Marketing Mix (4Ps) across diverse countries, the Dawoodi Bohra community should adapt their traditional business ethics to each region's unique culture while utilizing global community platforms for support.

UNITED ARAB EMIRATES (UAE)

Relevance – Product & Branding (Halal Luxury)

The UAE is a global hub for luxury consumption where customers value premium quality, halal authenticity, and refined aesthetics, making it ideal for positioning Dawoodi Bohra businesses as providers of halal luxury goods. Branding that integrates Arabic script, Islamic design elements, and bilingual communication resonates strongly with both Emirati and expatriate audiences.

Relevance – Promotion (Digital & Influencers)

The UAE has one of the highest social media penetration rates globally, making influencer marketing, Instagram, YouTube, and TikTok highly effective. Campaigns aligned with Ramadan, Eid, and national events build emotional connection and trust, which is critical in a relationship-driven market.

Relevance – Place (E-commerce & Expos)

Consumers in the UAE trust brands that have a strong online presence combined with physical visibility at exhibitions such as Gulfood, Arab Health, and Expo-style trade fairs. E-commerce platforms allow Dawoodi Bohra businesses to scale quickly while expos help establish credibility in conservative, trust-focused buyer communities.

KUWAIT

Relevance – Product & Branding (Quality & Authenticity)

Kuwaiti consumers value durability, authenticity, and cultural alignment over mass trends, making it suitable for Dawoodi Bohra businesses offering premium halal products with understated luxury. Branding should be respectful, minimal, and aligned with Islamic values rather than flashy global styles.

Relevance – Promotion (Selective Digital Outreach)

Social media is influential in Kuwait, but trust is built through reputation and word-of-mouth amplified digitally. Collaborations with respected local influencers and community-based digital promotions during Ramadan and religious occasions are particularly effective.

Relevance – Place (Direct Relationships & Trusted Channels)

Kuwait is a relationship-driven market where long-term partnerships matter more than aggressive expansion. E-commerce supports reach, but success depends on combining online presence with trusted distributors, exhibitions, and community referrals.

BAHRAIN

Relevance – Product & Branding (Cultural Familiarity)

Bahrain's smaller, closely knit market values familiarity and cultural resonance, making it well-suited for Dawoodi Bohra businesses that emphasize shared values, ethical trade, and community-friendly branding.

Relevance – Promotion (Community-Centric Digital Marketing)

Digital marketing works best when it feels personal and community-oriented. Local social media engagement, mosque-linked community events, and culturally respectful content help businesses build loyalty.

Relevance – Place (Compact Market Access)

Due to Bahrain's compact geography, combining a strong online presence with limited but visible retail or distributor points allows efficient market penetration and high brand recall.

KENYA

Relevance – Product (Community & Economic Development)

Kenya has a long history of Dawoodi Bohra trade and settlement, making community-aligned products deeply relevant. Goods and services that support local livelihoods, education, and development reinforce trust and long-term acceptance.

Relevance – Price (Ethical Stability)

Fair and transparent pricing is essential because many Bohra families have operated in Kenya for generations. Ethical pricing protects community reputation and ensures sustainable business relationships with local partners.

Relevance – Place (Regional Trade Gateway)

Kenya serves as an entry point to East and Central Africa, allowing Dawoodi Bohra businesses to use Nairobi and Mombasa as logistics and distribution hubs connecting global suppliers to inland markets.

TANZANIA

Relevance – Product (Trust-Based Trade)

Tanzania's business environment values consistency and long-term trust, aligning well with Dawoodi Bohra business ethics. Products that meet daily needs while contributing to social stability gain wide acceptance.

Relevance – Price (Affordability with Integrity)

Pricing strategies must balance affordability with fairness, reinforcing the community's reputation for honest dealings and social responsibility.

Relevance – Place (Intra-Regional Distribution)

Cities like Dar es Salaam function as key ports for landlocked countries, making Tanzania strategically relevant for wholesaling and redistribution across East Africa.

UGANDA

Relevance – Product (Growth-Oriented Offerings)

Uganda's growing economy creates demand for practical, value-driven products that support development in retail, agriculture, and services. Dawoodi Bohra businesses can position themselves as partners in national growth.

Relevance – Price (Relationship Preservation)

Ethical and stable pricing is crucial in a market where trust spreads quickly through personal networks, directly impacting long-term success.

Relevance – Place (Emerging Hub Role)

Uganda serves as a gateway to Central Africa, allowing businesses to establish early-mover advantages in logistics, wholesale, and services.

MADAGASCAR

Relevance – Product (Community Integration)

Madagascar has a deeply rooted Dawoodi Bohra presence, making products that serve both community and local society especially relevant. Businesses thrive when they integrate commercial success with social contribution.

Relevance – Price (Reputation Preservation)

Transparent pricing is vital in a small, relationship-driven market where reputation directly determines business longevity.

Relevance – Place (Island Trade Hub)

As an island economy, Madagascar relies heavily on imports and redistribution, making it suitable for trading, warehousing, and logistics-based business models.

INDIA

Relevance – Product (Heritage & Scale)

India is both a cultural heartland and a massive consumer market, making it ideal for products that blend traditional craftsmanship with scalable modern design. Heritage-linked products resonate strongly with both domestic and diaspora audiences.

Relevance – Promotion (Digital Reach at Scale)

India's vast, mobile-first population makes WhatsApp, Instagram, and YouTube essential tools for outreach, education, and sales. Community groups amplify reach at minimal cost.

Relevance – Place (Manufacturing & Sourcing Base)
India functions as a global sourcing and manufacturing base, allowing Dawoodi Bohra businesses to integrate production with export-driven trade.

PAKISTAN

Relevance – Product (Tradition & Value)
Consumers value tradition, modesty, and value-for-money products, aligning well with Dawoodi Bohra offerings rooted in ethical trade and cultural familiarity.

Relevance – Promotion (Mobile-Centric Digital Tools)
High mobile usage makes WhatsApp, Facebook, and YouTube critical for customer engagement, education, and trust-building.

Relevance – Place (Cost-Effective Production)
Pakistan is relevant as a cost-efficient manufacturing and sourcing hub for textiles, food products, and light engineering goods.

BANGLADESH

Relevance – Product (Craft & Manufacturing Strength)
Bangladesh's strength in garments and crafts makes it ideal for Dawoodi Bohra businesses focused on ethical manufacturing and export-oriented production.

Relevance – Promotion (Social Commerce)
Facebook-based commerce and messaging apps dominate consumer interaction, making digital community selling highly effective.

Relevance – Place (Export Manufacturing Hub)
Bangladesh’s export infrastructure supports large-scale production linked to global distribution networks.

SRI LANKA

Relevance – Product (Quality & Niche Appeal)
Sri Lanka is known for craftsmanship and quality, making it suitable for niche, high-quality products rather than mass-market goods.

Relevance – Promotion (Storytelling & Trust)
Digital storytelling that highlights craftsmanship, sustainability, and ethical sourcing resonates strongly with both local and international buyers.

Relevance – Place (Strategic Port Access)
Sri Lanka’s ports make it strategically relevant for Indian Ocean trade and redistribution.

MALAYSIA

Relevance – Product (Islamic Lifestyle & Innovation)
Malaysia’s advanced halal ecosystem makes it ideal for innovative halal lifestyle products that blend tradition with modernity.

Relevance – Promotion (Tech-Savvy Muslim Market)
Consumers are digitally sophisticated, making social media marketing, mobile apps, and influencer collaborations highly effective.

Relevance – Place (ASEAN Gateway)
Malaysia serves as a gateway to Southeast Asia, enabling regional expansion beyond domestic markets.

UNITED STATES (USA)

Relevance – Product (Niche Luxury & Identity)

The US market values authenticity and storytelling, making unique Dawoodi Bohra products like artisanal decor and luxury ridas attractive to niche audiences.

Relevance – Promotion (Visual Storytelling)

High-quality videos, brand stories, and educational content are essential to communicate cultural value and craftsmanship to diverse consumers.

Relevance – Place (E-commerce Dominance)

E-commerce is the most efficient way to reach a geographically dispersed community and broader audience.

CANADA

Relevance – Product (Cultural Preservation)

Canada's multicultural environment values heritage products that preserve identity while appealing to wider audiences.

Relevance – Promotion (Community-Centric Digital Media)

Community platforms, YouTube, and social storytelling help build emotional connections and trust.

Relevance – Place (Cross-Border E-commerce)

Strong logistics links with the US make Canada ideal for North American online distribution.

AUSTRALIA

Relevance – Product (Boutique & Artisanal Appeal)
Australia’s market favors boutique, high-quality, ethically produced goods, aligning well with Dawoodi Bohra craftsmanship.

Relevance – Promotion (Education-Led Marketing)
Explaining the cultural and ethical value behind products through videos and blogs is essential for conversion.

Relevance – Place (Digital-First Reach)
Given geographic spread, online platforms are the most effective way to reach customers consistently.

اسبق ما وپارنا چار اہم حصہ وٺي ذکر ٿئي جہ نہ برابر balance کروا ناسب وپار کامل ٿئي
 چہ انہ اہم ترقي ٿئي چہ، پہلو حصہ Product۔ جہ وپار ما دل نا محل ما چہ اہم اہم ذکر
 ٿئي کہ مؤمن حلال چیزونوہ وپار کرے، اہم کوئي شاکلہ سي حرام شامل نہ ہوئي، انہ
 وينچتي وقت اہم کوئي عيب ہوئي تو اہنہ چہو پاوے نہ بلکہ خريدنارنہ واضح کرے۔

بيجو حصہ يہ کہ Product ني قيمہ لگاو۔ اہم اہم ذکر ٿئي کہ product نا quality انہ اہني
 محنہ مطابق صحيح قيمہ لگاوے، برابر صحيح value نا حساب سي pricing کرے۔

تيجو حصہ يہ کہ Product نے advertise کرو۔ اہم Branding نافوائد ني ذکر ٿئي، اہم
 مؤمن واسطے اہم ہدايہ چہ کہ يہ خود Trendsetter بنے، مؤمن نو وپار بيجا لوگو کرتا نمايا
 ہوئي۔ اہنا Trend نے ديکھي نے بيجا لوگو اہنہ follow کرتا ہوئي۔

چو ٿو حصہ Place چہ جہ ما Distribution Channels ني ذکر ٿئي (Factory سي خريدنار
 لگ مال نے پہنچاوو). مؤمن واسطے اہم ہدايہ چہ کہ وپار نے ايک جگہ limited نہ راکھي۔
 مال کا وانا سگلا رستہ وٺانہ دنيا نا حالات سي واقف رھي، روزي کا وانا واسطے زمين ما دور دراز
 سفر کري نے اچھا ما اچھو مال ڏھوندي customers لگ پہنچاوے، اٺا مثل جيوارے وپارنا
 چارے حصہ وٺا برابر شريعة مطابق عمل کرے تو وپار ما کاميابي حاصل ٿياسے، برکة ٿياسے
 انہ وپار کروو عبادہ ٿئي جاسے۔

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Sr No.	Glossary
1	Marketing Mix: It's the combination of the 4Ps that a business uses to sell its products successfully.
2	Product Life Cycle: The stages a product goes through: Introduction, Growth, Maturity, and Decline.
3	Brand: A name, logo, or symbol that identifies a product.
4	Boston Matrix: A tool to group products into four types: Stars, Cash Cows, Question Marks, and Dogs.
5	Cash Cow: A product that makes a lot of money without much effort. (e.g., Coca-Cola)
6	Competitor: Another business selling similar products to you.
7	Cost-Plus Pricing: Calculating the cost to make a product and adding a profit on top.
8	Distribution Channel: The path a product takes from the factory to the customer.
9	E-Commerce: Buying and selling goods online.
10	Extension Strategy: A plan to stop a product from “dying” by adding new features or flavors.
11	Penetration Pricing: Setting a very low price when launching a new product to attract customers.
12	Price Skimming: Setting a high price for a new, fancy product (like a new iPhone) to make maximum profit.
13	USP (Unique Selling Point): The one special thing that makes your product different from all others.

14	Promotion: Communicating with customers to encourage them to buy.
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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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