





بنك الإجارة الأول

FIRST LEASING BANK













Marketing Financial Services A focus on Takaful





بنك الإجارة الأول FIRST LEASING

BANK















Out Line

- Potential
- Challenges
- Corporate Communications & Marketing
- What to Consider
 - **Customer Decision Making: Types**
 - **Customer Involvement Process**
 - **Customer Buying Process**
- Analysis
- Strategy
- Mix (4 Tools or 4 Ps)
- Objectives
- **Promotion or Marketing Communication**
- **Promotion Strategy**
- Promotion Mix (6 Tools)
- Implementation / Three Years Corporate Communication & Marketing Plan















Potential

- 2006 Total contribution: US\$ 1.7 to 2.3 billion
 - Middle East = 46%
 - Asia = 53 %
 - Europe & USA = 1%
- 2015 Forecast Total contribution: US\$ 7.4 up to 14 billion
 - Middle East = 27%
 - Asia = 46 %
 - Europe & USA = 27%
- Growth: 15% to 20% per annum















Challenges

- Regulatory & Legal Framework
- Rating & Security
- Scalability & Accounting Norms
- Innovation
- Distribution Channels
- Human Resources Development
- Re-Takaful Capacity
- Research & Development
- Awareness















Corporate Communications & Marketing

- New challenge
- Strategic benefit
- Stand out of the crowd / Compete
- Limited number of publications















What to Consider

Takaful providers Customer Decision Making Types

• Customer Involvement Process

Customer Buying Process















Customer Decision Making: Types

- Researching customers' needs
- Understanding customers' buying behaviour

















Customer Involvement: Process

- Customers' degree of interest
- Customer's levels of involved to minimize risks and maximize benefits

Awareness of the need for Takaful products

Information search for different products offerings

Intention to buy product(s) that match individual needs

Trial of the chosen product and its benefits

Long-run behaviour















Takaful Customer Buying Process

- Nature of Customers' buying behaviour
- Identifying customers' motives and their buying decisions

Recognizing the need for Takaful products

Information search for different product offerings

Evaluation of alternative Takaful offers that match individual needs

Purchase decision of the chosen products

Postpurchase of the same or different product as per the need















Analysis

- Identify the relation between products and needs
- Analyses to link business scope and Marketing direction

External

Takaful providers should gather information about the external environment before choosing a communication direction

> **Assets** Competences Capabilities

Competitor

Market

Internal

Identify assets, competences and capabilities; analyze them; and match them with the results of the external analysis aiming to reduce the risks of choosing a wrong communication direction

Auditing tools to review marketing activities: Strategy audit, Structure audit, Systems audit, Productivity audit, **Functions audit**











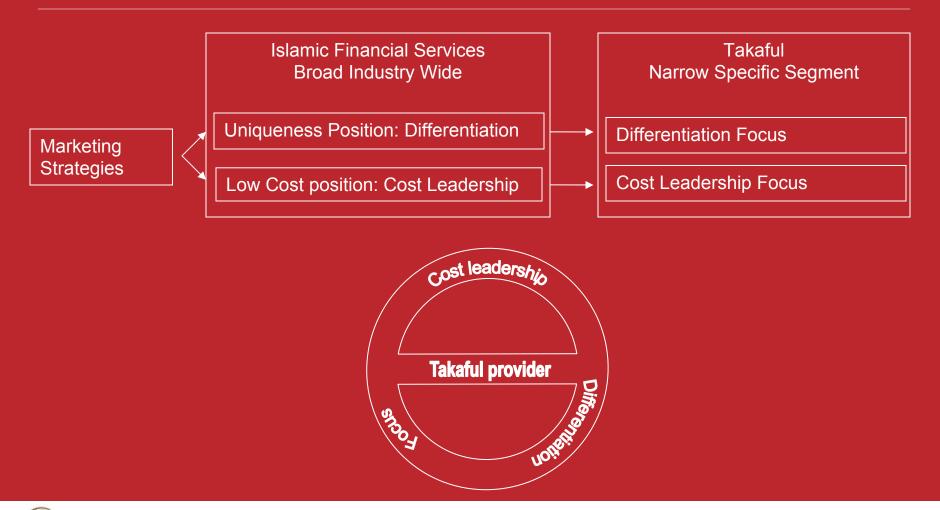


Industry



Customer

Strategy









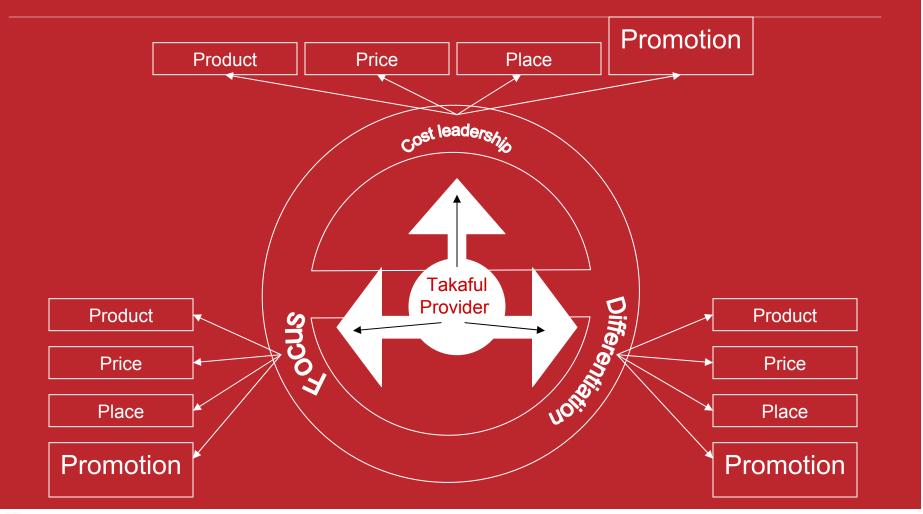








Mix (Tools)









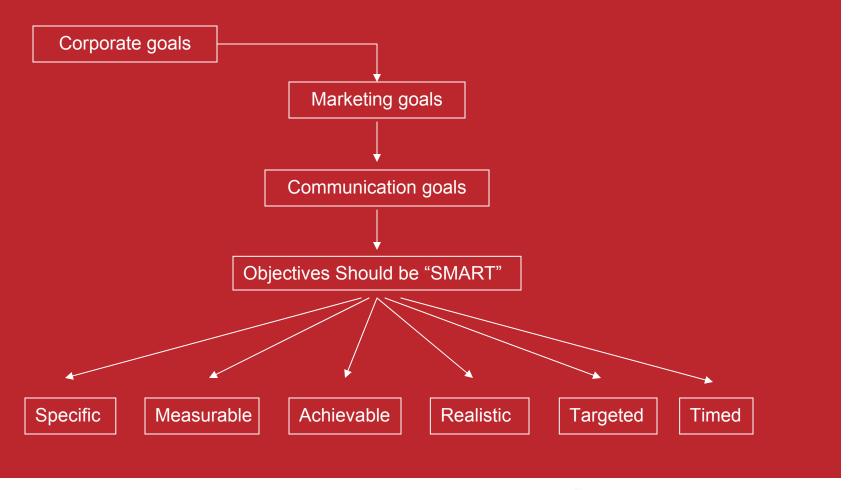








Objectives/ Goals









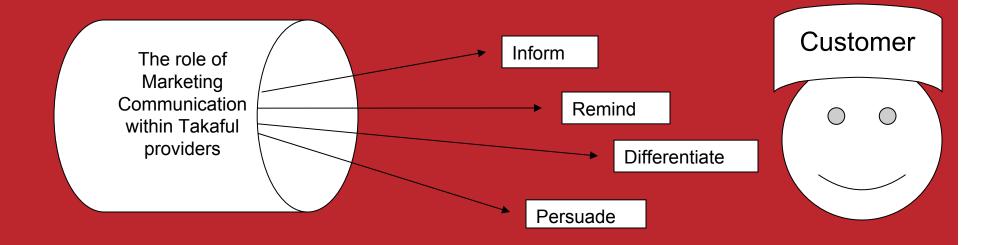








Promotion or Marketing Communication

















Promotion Strategy

Communication Strategy	Takaful Clients or Suspect	Objective / Goal
Pull	Customers (individual or corporate)	Consume the product / purchase
Push	Channel Intermediaries (banks, agents, brokers, etc)	Distribute the products
Profile	Relevant stakeholders (staff, suppliers, etc)	Strengthen image and build reputation







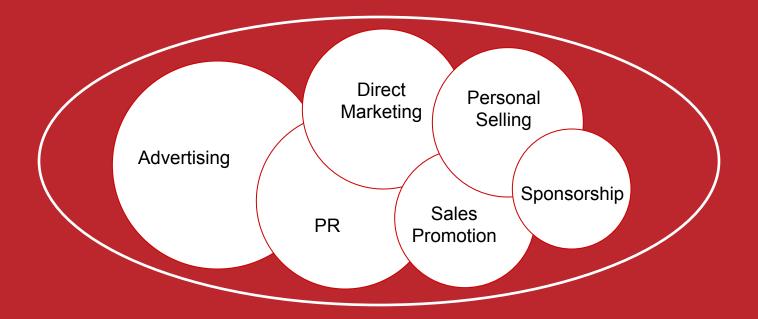








Promotion Mix (Tools)

















Three Years Corporate Communications & Marketing Plan

- I. Executive Summary
- II. Contextual Analysis
- III. Objectives
- IV. Strategy

 - Marketing Strategy (slide 12)
 Promotion or Marketing Communications Strategies (slide18)
- V. Mix (4 Ps & 6 Promotion Tools) / (Slide 19)
- VII. Control and Evaluation
- VIII. Contingency Planning
- IX. Marketing Research















Promotion or Marketing Communications Strategies

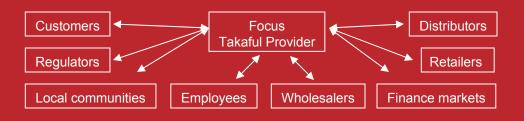
Pull strategy



Push strategy



Profile strategy









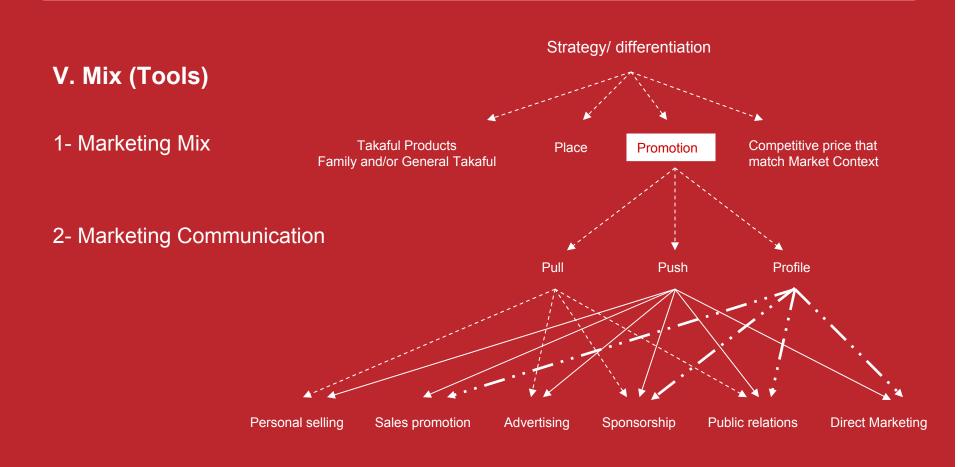








Implementation / Three Years Marketing Plan

















Thank you

Ithmaar banking group Leaders in Financial Solutions

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