

Ithmaar banking group

Leaders in Financial Solutions



بنك الإثمار
Ithmaar Bank

مصرف الشامل
Shamil Bank



بنك الإجارة الأول
FIRST LEASING
BANK



سوليدرتي
SOLIDARITY
Takaful Company شركة تكافل



Ithmaar
Development
Company



Faisal Private Bank



FAYSAL BANK

Marketing Financial Services A focus on Takaful



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FAYSAL 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

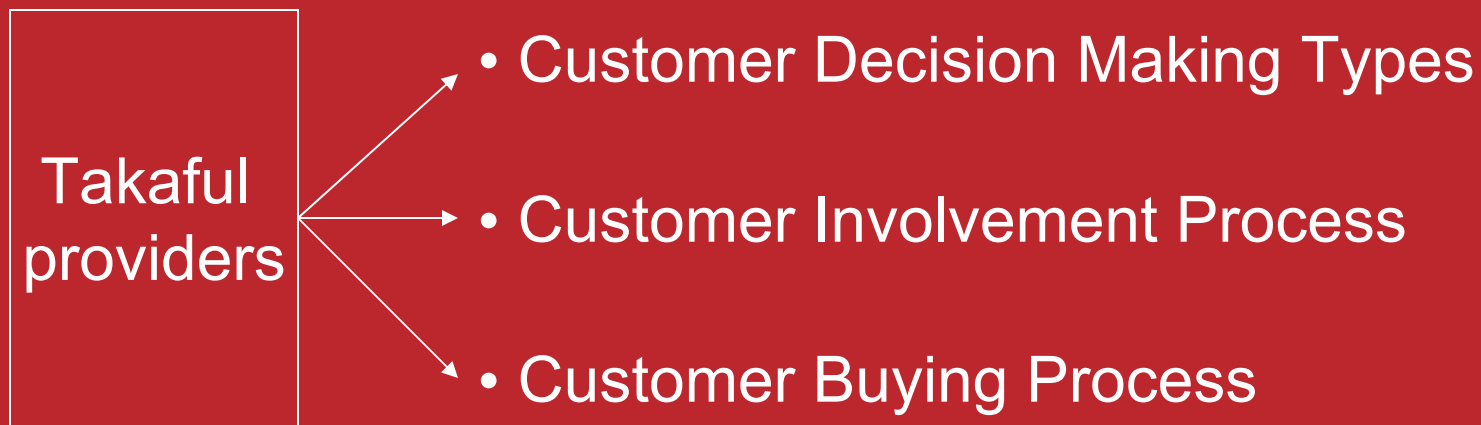


Corporate Communications & Marketing

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

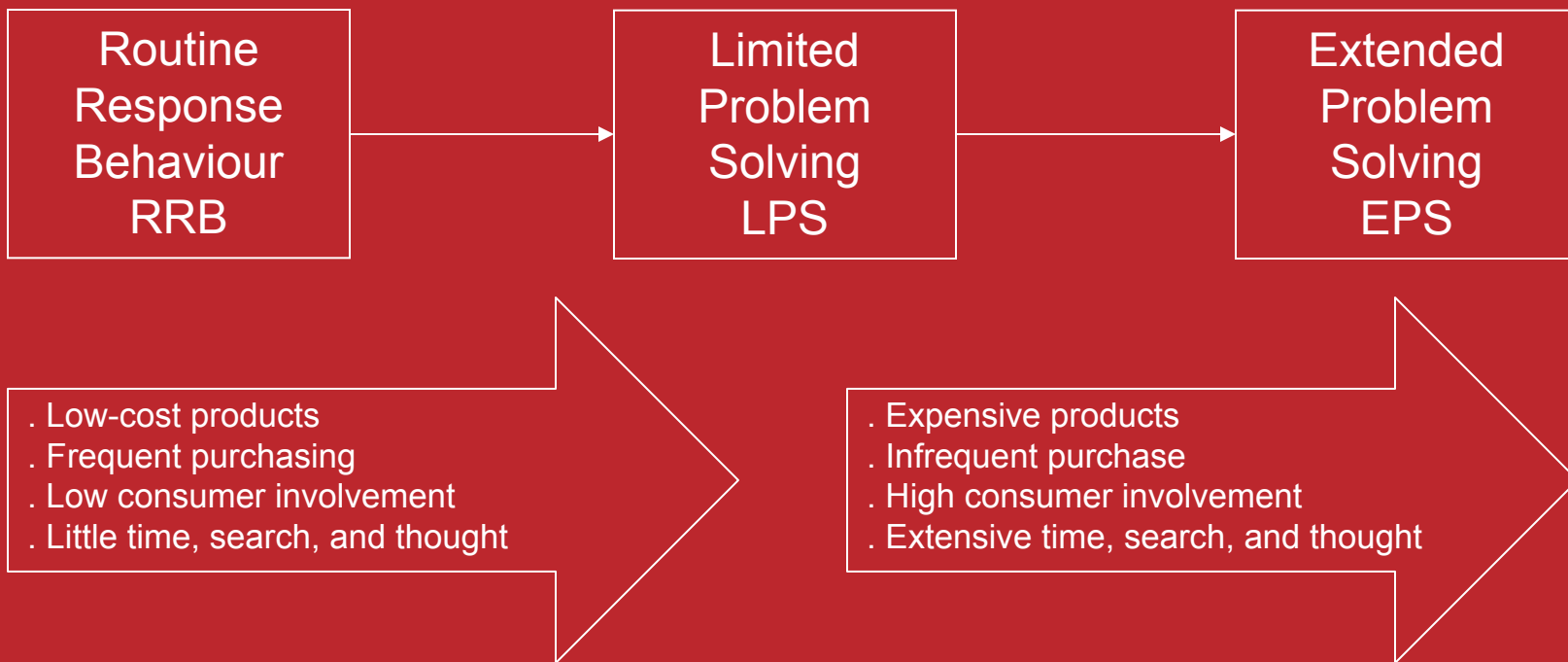


What to Consider



Customer Decision Making: Types

- Researching customers' needs
- Understanding customers' buying behaviour



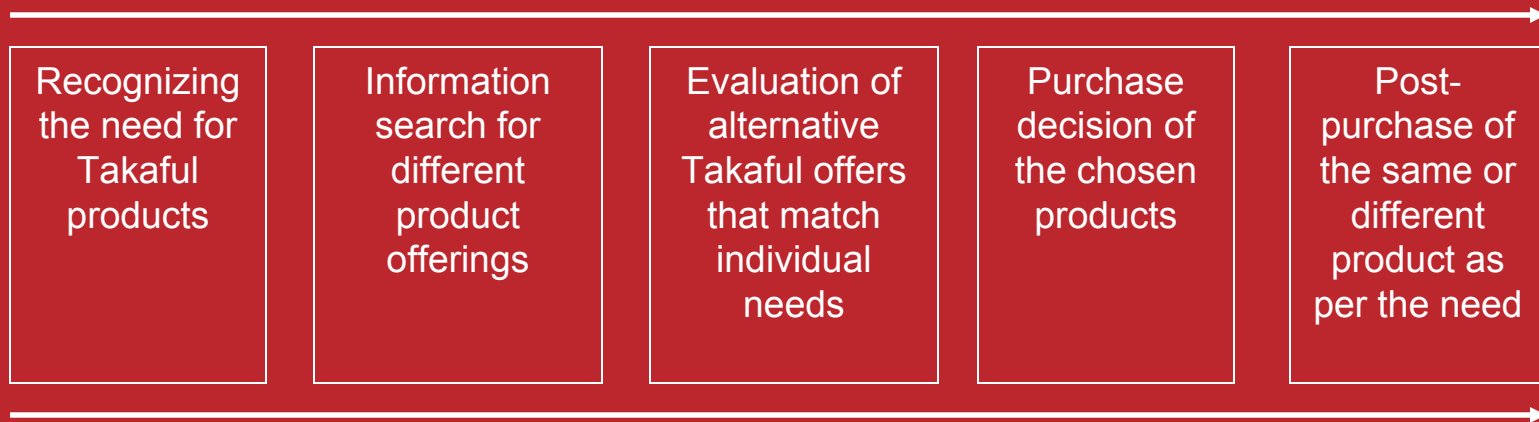
Customer Involvement: Process

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



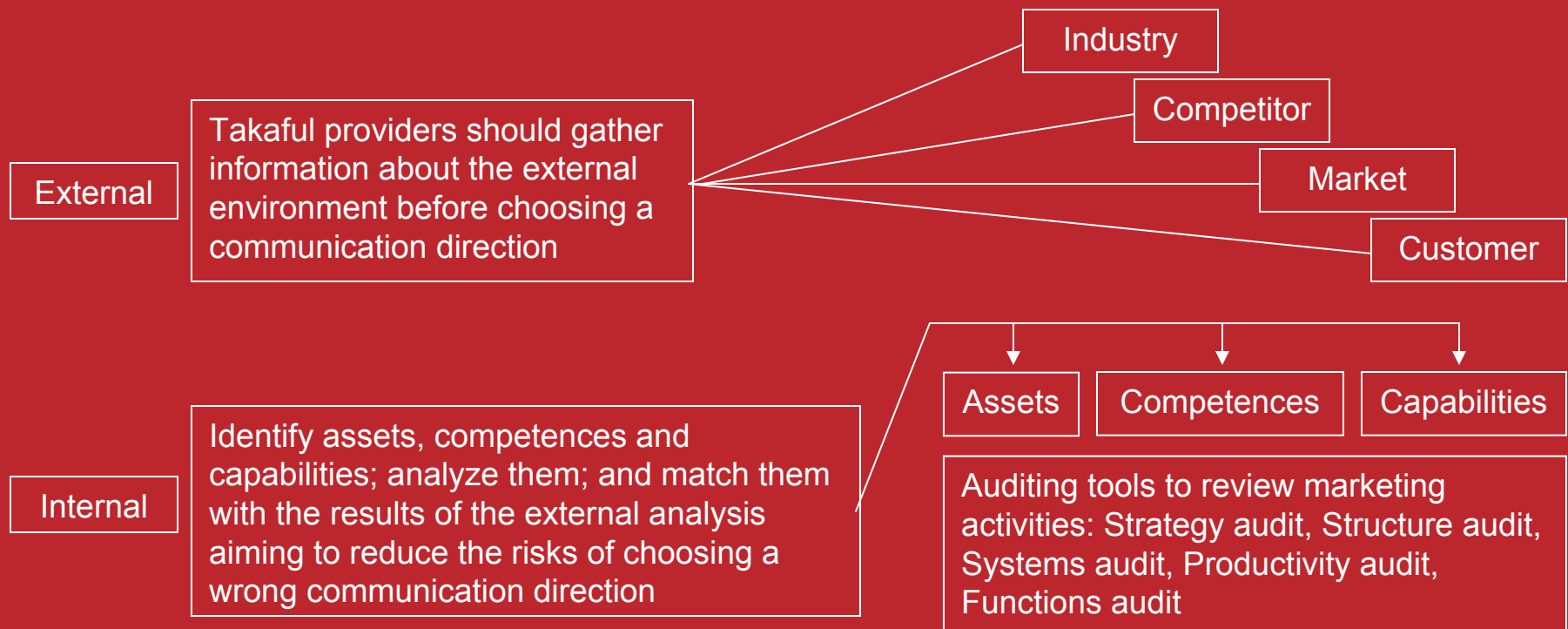
Takaful Customer Buying Process

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

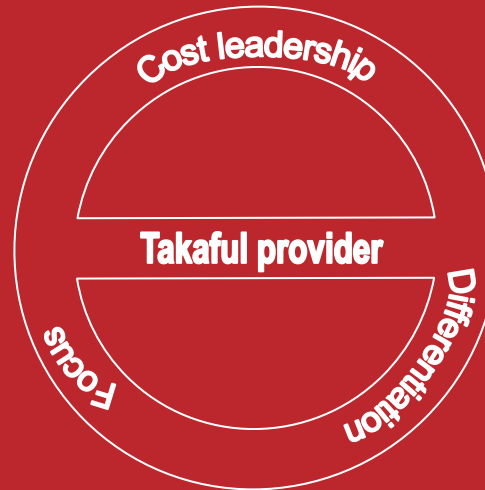


Analysis

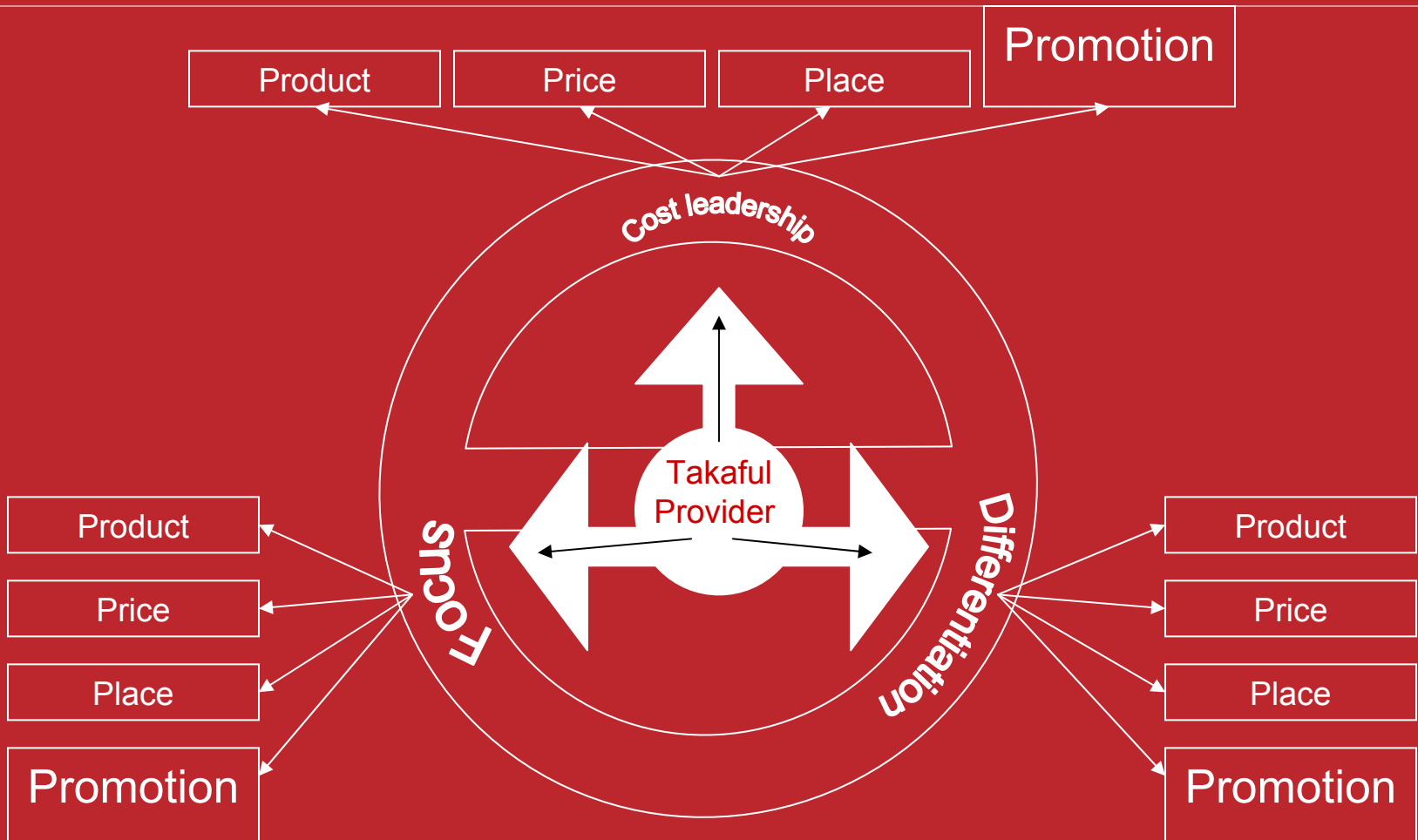
- Identify the relation between products and needs
- Analyses to link business scope and Marketing direction



Strategy



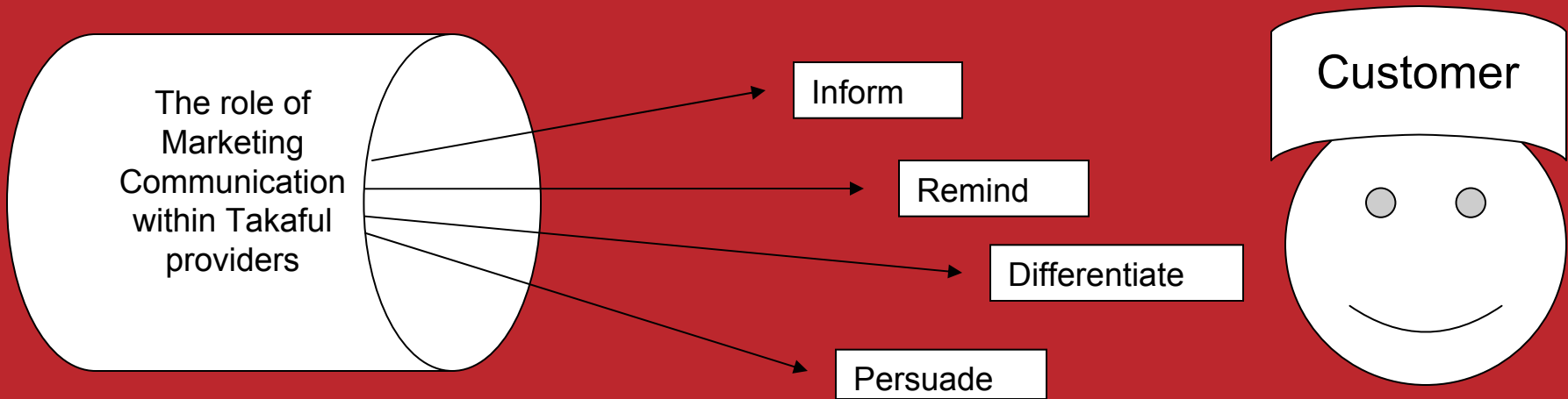
Mix (Tools)



Objectives/ Goals



Promotion or Marketing Communication

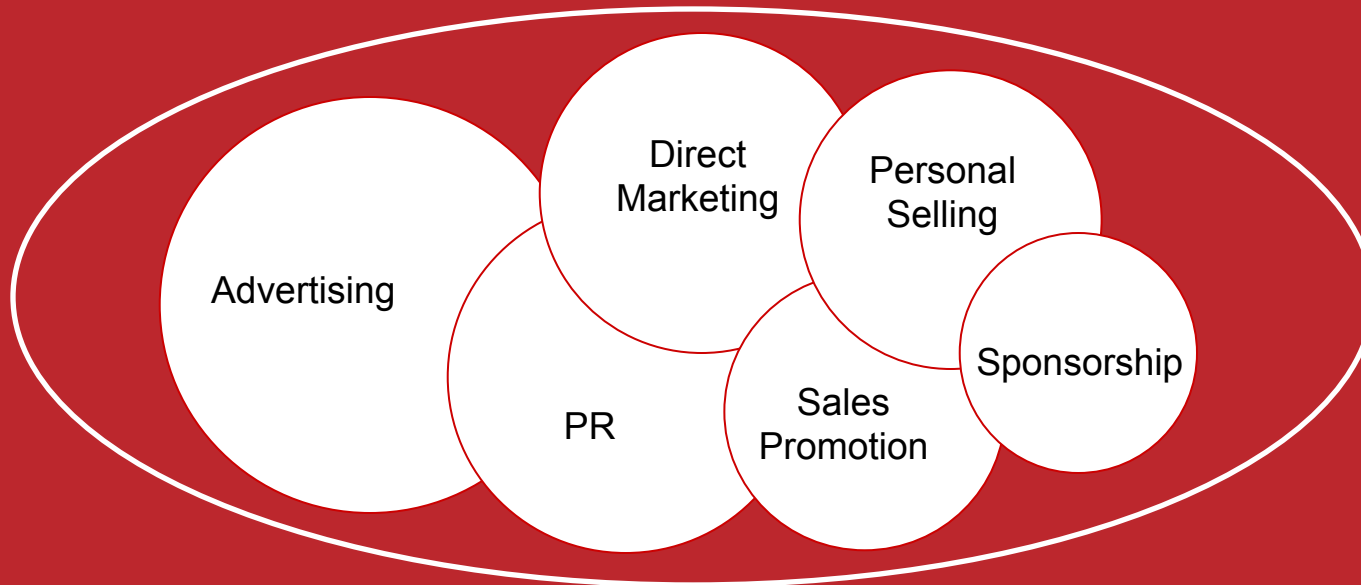


Promotion Strategy

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

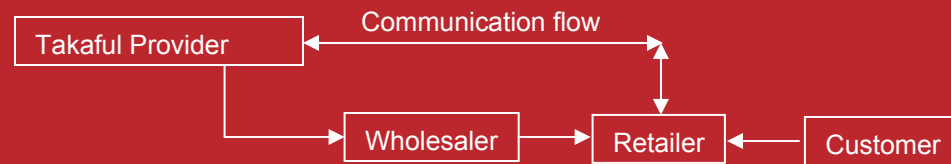


Promotion or Marketing Communications Strategies

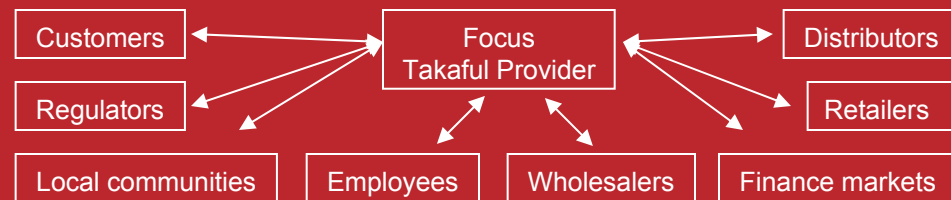
Pull strategy



Push strategy



Profile strategy

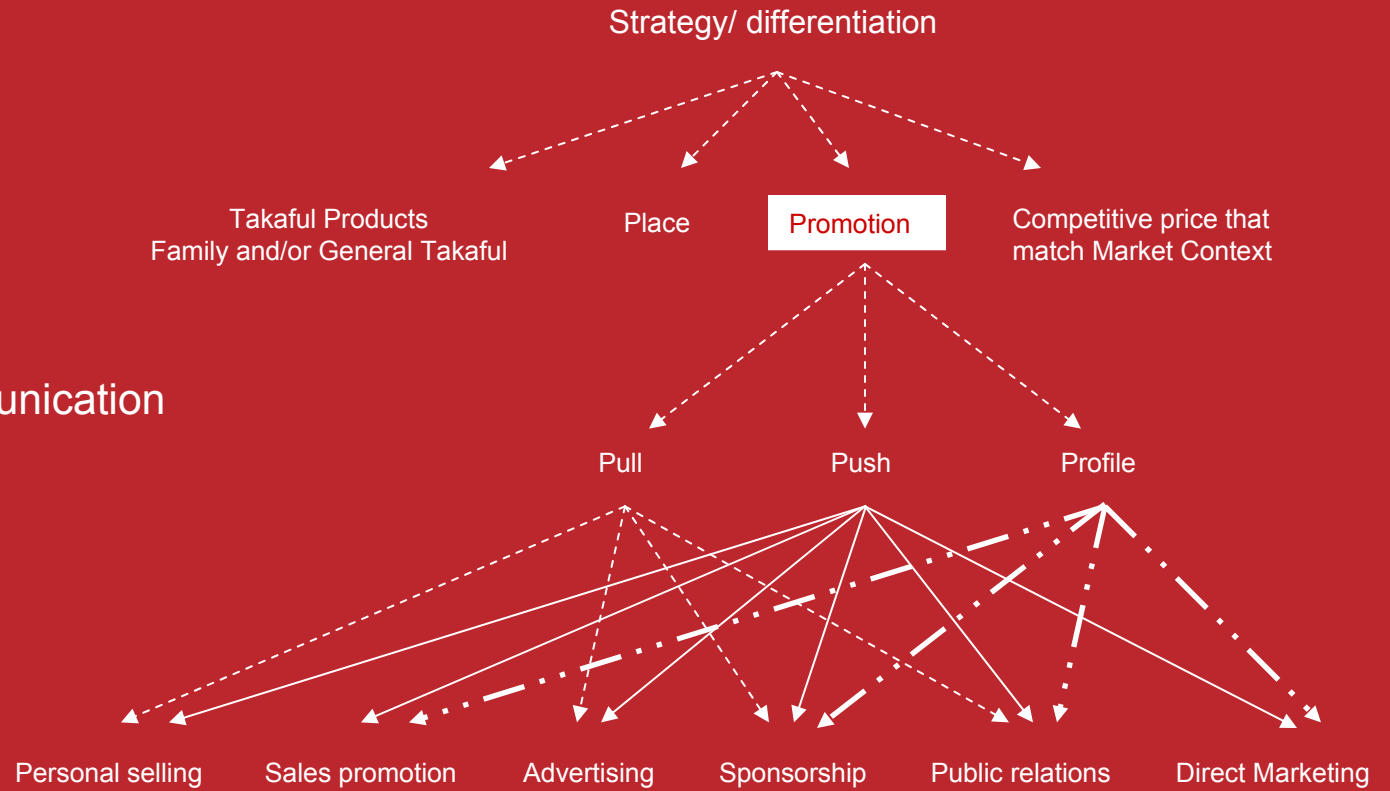


Implementation / Three Years Marketing Plan

V. Mix (Tools)

1- Marketing Mix

2- Marketing Communication



Thank you

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