



Challenges of Marketing Takaful in the UK

by Alun Williams

from:

GVC

Gulf Ventures Corporation

THE OPPORTUNITY

- ❖ **SOPHISTICATED CONSUMERS**
- ❖ **GEOGRAPHICALLY CONCENTRATED**
- ❖ **EASY TO IDENTIFY**
- ❖ **AFFLUENCE / NEEDS**
- ❖ **INLUENCERS**
- ❖ **NICHE MEDIA**

SOME CONSIDERATIONS

- ❖ **BRANDING**
- ❖ **CHANNELS**
- ❖ **PRODUCT – FAMILY vs GENERAL**

THE CHALLENGES

- ❖ **PRICE DRIVEN MARKET / SENSITIVITY**
- ❖ **EDUCATION / AWARENESS / CYNICISM**
- ❖ **NEEDS ALREADY SERVED**
- ❖ **SEGMENTATION**

CONCLUSION

THE SAME AND MORE

GVC

Gulf Ventures Corporation

**Alun Williams
Gulf Ventures Corporation
Al Jasrah Tower, Diplomatic Area
PO Box 20358, Manama. Kingdom of Bahrain**

Tel: +973 1753 1321

**awilliams@gulfventurescorp.com
www.gulfventurescorp.com**