



# Challenge in making Takaful: A Global Brand

By Javed Husain

**Products are created in factory**



**Brands are created in 'Minds'**

# WHAT IS A BRAND

**Name...Symbol...Link...Association...Identity?**



# WHAT IS A BRAND

---

**“.....a brand is a concept....a brand shapes and reflects our quest for meaning .”**



# WHAT IS A BRAND

---

**“ a brand is a meaning system”**



# WHAT IS A BRAND

---

**“.....brand is an intangible but critical component of what a company stands for.”**





# WHAT IS A BRAND

---

“.....a set of mental associations, held by the consumer, which add to the perceived value of a product or service .”





# WHAT IS A BRAND

---

Definitions will emphasise what a brand is  
*(physical appearance)* or what it does  
*(function)*



# WHAT DOES BRAND DO

---

**Brands help satisfy a need to be part of something beyond ourselves. At the same time, they help us express our individuality.**



# EMOTION

---

SOME **JAPANESE WOMEN** PUT OFF  
HAVING BABIES UNTIL THEY CAN BUY A  
LOUIS VUITTON HANDBAG



# Brand is Integrity

---



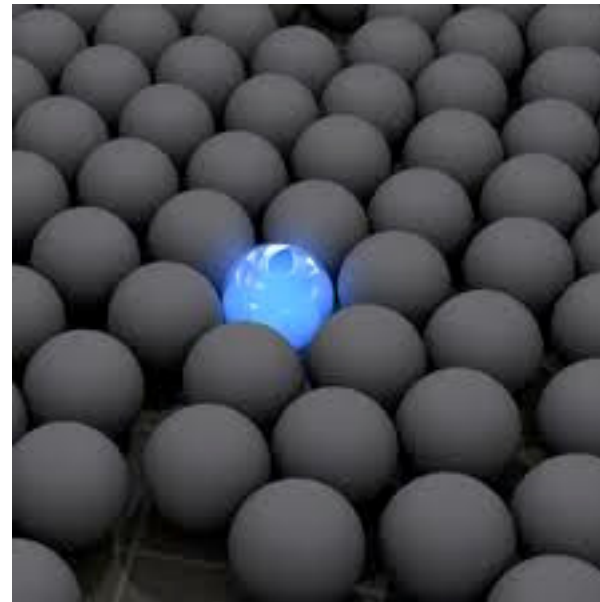
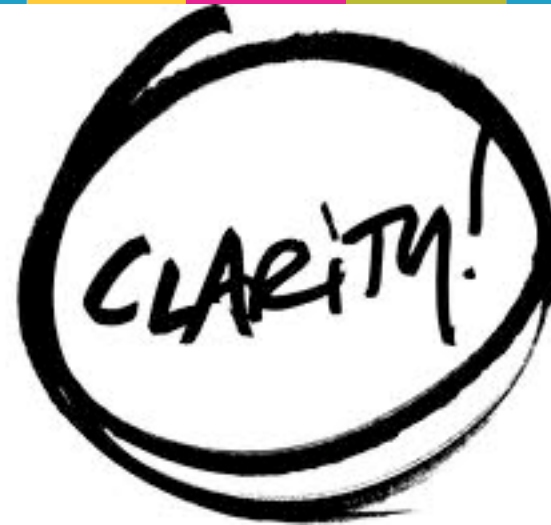
# A GLOBAL BRAND

---



# Challenges

# Key Challenges





# USP



# AWARENESS AND OPPORTUNITY

---

**BY 2030, MUSLIM POPULATION IN THE  
WORLD WILL BE 2.1 BILLION, SO HOW MAY  
PEOPLE KNOW WHAT TAKAFUL IS TODAY ?**

# Investment



□



## Conclusion

---

**Please put our hand in our pocket and  
contribute to create “Takaful” a Global  
Brand**





**Thank you and have a great life**