

Strategies for expanding and promoting business to and beyond Muslim Markets

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Abstract:

In the wake of globalization, the Muslim businesses are experiencing a great challenge to formulate and implement strategies, which are compatible to the challenges of the emerging markets and also meet the norms, values and cultural needs of the Muslim Societies. Through this paper, it has been endeavored to suggest the Product, Pricing, Distribution and Promotion Strategies in an Islamic framework for expanding the business within and beyond Muslim markets. There is a need to develop not only general guidelines for accomplishing the marketing goals for expanding and promoting business but also to devise an Islamic Code of Marketing.

Key words: Marketing Research, marketing Mix, Consumer Behavior, Product Safety, Marketing Ethics

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