

Chapter 7

Marketing

Communications in the Islamic Perspective: Communicating the Halal Branding

Omar Ramzy

Heliopolis University for Sustainable Development, Egypt

Omar H. Eldahan

Heliopolis University for Sustainable Development, Egypt

ABSTRACT

Because the Muslim market is so large, its potential has become a focus of many studies. However, few companies have managed to crack into this huge and lucrative market. This chapter attempts to define the problems and obstacles faced by companies attempting to cover this market and understand where they have failed. Furthermore, the chapter then provides guidelines towards avoiding and overcoming these obstacles while simultaneously turning them into opportunities. In this chapter, it was found that the mistakes commonly made are due to the coding of the messages, the lack of trust of companies, as well as an overuse and degrading of the Halal brand. It also finds that by establishing trust and relationship with the Muslim consumers, as well as by spreading awareness of the Muslim needs and culture among the employees of the company, these issues can be successfully tackled.

DOI: 10.4018/978-1-4666-8139-2.ch007