



Centre of Islamic Banking  
and Economics

# GUIDELINES

## for Strategic Partners

AlHuda Centre of Islamic Banking and Economics (AlHuda-CIBE) is an established name in Islamic financial markets working in the field of Islamic Banking and Finance from last seven years not only in Pakistan but all over the globe. We have the privilege to be the pioneer organization for the promotion of Islamic Banking and Finance among the masses through Awareness, Conferences & Workshops, Advisory & Consultancy, Education & Training, Product Development and Publications with the view to provide state-of-the-art services to all stake holders of the Islamic Financial system.



### Al-Huda CIBE Services:

- Advisory and Consultancy
- Education and Training
- Center of Excellence in Islamic Microfinance
- Takaful Consultancy Wing
- True Banking Magazine
- Islamic Microfinance Help Desk
- Al-Huda Sukuk consultancy services
- International Conferences
- Awareness Campaigns



### Target Market

To accomplish any task we have to know our target market. Without knowing our market we can't do our business in an efficient way. As Al-Huda CIBE is working for the promotion of Islamic Banking and Finance since last 7 years through Education, Trainings, Workshops and seminars, Advisory and Consultancy. So our exact market where we can promote our services is:

- Banking Industry (Conventional+ Islamic)
- Insurance Companies
- Asset Management companies
- Microfinance network + Institutions
- Brokerage and Security firms
- Educational Institutes(Banking and Finance universities)
- Professional Institutes
- Rural Support Programs
- Training Institutes
- Capital Market
- Other Financial Institutions

### Market Penetration

#### ✓ Physical Visits:

Keeping an eye on our target market you should have Database of all your target market including, E-mail addresses, Fax numbers, Telephone numbers, Concern person contact details and Postal address as well. In order to achieve your goal it is very necessary to visit the target market and meet the concern persons to introduce services of Al-Huda CIBE.

#### ✓ Liaison With Different Financial & Educational Institutions

As Islamic Banking and Finance is an emerging market so it is very necessary to join hands with different educational and financial institutions to promote this industry through Distance learning program, Trainings, Workshops and Conferences. Training is a very essential part not only for the promotion for Al-Huda CIBE services but also to retain in market as well.

AlHuda Centre of Islamic Banking and Economics offers a wide range of the state-of-the-art training workshops in order to produce the right manpower for the banking and finance industry to equip the right employees so that they could serve with the right spirit leading to the sublime of success of Islamic Finance all over the world.

#### • **Dedicated Training Program**

Due to increasing need for training on issues relating to fast growing Islamic Financial Service Industry, AlHuda initiated demand-based training programs to banking and finance Institutions. The purpose of this training service is to provide a clear sense of direction for the banking and finance activities, to complement existing works and initiatives, to chart future course and responsibilities, and to take into account external challenges that could impact their mission and operations. You should also make efforts communicate with different financial and educational institutions and build healthy and long term relation with them by promoting our dedicated training services over there. Al-Huda CIBE will provide full assistance in this regard.

#### • **Specialized Training Program**

Al-Huda CIBE has been organizing specialized trainings on different topics regarding Islamic Finance from the last seven years in different parts of world. So you should also make efforts to arrange these kinds of specialized trainings in your country or in any part of world. Team AlHuda will assist you if you need any assistance.

### **How to Design a Training Program**

Criteria to conduct trainings are that we should have at least 12-15 participants or at least that number of participants through which we could bear our expenses i.e. (Speakers accommodation and air fare expenses). Trainings can be conducted on different topics i.e. Islamic microfinance .Takaful, Sukuk, Islamic funds, Islamic Banking & Finance etc. It depends on our target audience. A training proposal will be designed including all the details regarding the training i.e. Dates, Venue, Fee, etc. Trainings can be In-house or out door. We have to design a proper campaign before commencement of training i.e. Email, faxes, Physical visits for which we need a proper tool set i.e. brochures, Registration forms, speakers, venue etc

### **International Conferences**

Al-Huda CIBE has been organizing international conferences and workshops all over the world. Al-Huda CIBE will arrange international conferences in your country with your support which not only help to promote Al-Huda CIBE services and products but will also be beneficial for your organization. You can also participate in other international conference by having a media partnership agreement with them where you can distribute our brochures. AlHuda CIBE will also need your assistance in promoting our different events in your concern area.

### **Social Media**

Social media plays a vital role in success of every business Now-a-days. So, it will be highly beneficial for you to have a strong social media campaign for the promotion of Al-Huda CIBE services. Team of AL-Huda CIBE is proactive to promote its services through social media i.e. Face book, LinkedIn, Twitter etc. So you should also be proactive to use this necessary tool to promote services of Al-Huda CIBE in an effective and efficient manner.

### **Email & Fax Campaign**

E-mail is the most cheapest and easy way to promote our products and services. Keeping an eye on the database you have collected you have design a professional campaign on them. For your convince we will provide you the designed E-mail and the corporate profile of Al-Huda CIBE. In order to get positive response it is necessary to have a fax campaign on collected data and take follow-up via Phone calls as well

### **Distance Learning Program**

Al-Huda CIBE provides Learning opportunities to not only the resident of Pakistan but around the globe through our Distance Learning program. You should also play a vital role in promoting our Distance Learning program. You should design an E-mail campaign to introduce our course to the target audience. You should also make physical visits to different institutes like Banks, Universities etc to get people familiar about our program. We can also make liaison with different universities to make our course part of their syllabus.

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Al-Huda CIBE is always keen to join hands with esteem organization like yours for the promotion of Islamic banking and finance. AlHuda CIBE will provide you all the relevant materials for the promotion of our services and if you need any other assistance our back office support will always assist you. We assure that with your collaboration we will make it an interest free society.



#### **CENTRE OF ISLAMIC BANKING AND ECONOMICS**

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