



DIVINE HERITAGE MARK SĎLROW THE 205: HALAAL

Description

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as Heritage Day in the Republic of South Africa, September 24th is celebrated annually our diverse cultures, customs, religious and is aimed at recognising and celebrating values and teachings.

the past, to value and enact in the present, Our heritage is what we have inherited from It is an essential part of our identity to preserve and pass on to future generations. and our politics, society, business and world view. and plays an important role in

of unity and belonging and allows them to better Heritage gives people a sense generations and the history of their origins. understand previous

the experiences and teachings of our parents and Our heritage in the form of attachment to our traditions in relation to what grandparents, together with the emotional and our religious practices, shapes our present we wear, eat, the products that we use and the future we build.

have become ubiquitous in our homes and are now products that we use, some brands of these brands have been around for decades firmly embedded in our heritage. Some and Recognized and trusted for good quality, these some even more than a century. brands as the washing liquid next to our sinks, they evoke an emotional connection such same or the biscuits we have been consuming since product which our grandmother used our the benchmark for others and are classified as tender years. Such brands become heritage or legacy brands.

mandatory tenet of faith for Muslims. Divine injunction of Halaal is an unquestionable The it, Halaal is the Divine and heritage brand of As an analogy and without trivialising of great brands and compare them with Halaal. Muslims. Let us look at the qualities

1. TRUSTWORTHINESS

consistency and value for money. As an Always delivers on the promise of reliability, of the unique taste of Coca Cola in its example, you would expect the same experience time you purchase the product at any location familiar packaging of red and white every around the globe.

Alaah the Word of Allah Almighty as revealed to the Muslims accept without question *Peace be upon him* (which is the injunction in Chapter 0, *tsnoma* Verse 88 ***hath provided for you, lawful and good; taE of the things which Allah .eveileb but fear Allah, in Whom ye***

2. LONGEVITY

years or more are regarded as stellar performers Brands that endure for over a hundred and iconic.

Halaal: 1400 years old and perpetuity guaranteed. revO

3. MASS APPEAL

to a wide mass-market in multiple sectors. Appeal

Halaal: consumers who represent 24% of mankind i.e. the market for Halaal comprises a value of US\$ 3.1 trillion. The Halaal brand 1.1 Billion from all income groups with food, packaging, logistics, tourism, fashion, category is multi sectoral i.e. pharmaceuticals, financial services etc.

ε. HIGH PROFIT RETURNS FOR SHAREHOLDERS

Oil, Levi Strauss and others rake in billions of dollars in profits. Great brands such as Coca Cola, Shell

in both this world the Hereafter, both as a Double reward for honest endeavour which is what every Muslim strives for. producer or consumer,

ο. PROTECTION FROM COMPETITORS AND IMITATORS

strong protection from competitors. A head start Great brands afford their shareholders technical know-how, protection through patents, with advanced technology and and marketing might are tactics employed. prohibitive entry costs, sheer organizational

Halaal: to enter the market. s̄elpoep a ylorT̄brand with no exclusion and restrictions by the Muslim collective as custodians. Administered

ι. GLOBAL RECOGNITION

and create strong enduring relationships with Global brands transcend their origins consumers across many countries and cultures.

in both this world the Hereafter, both as a Double reward for honest endeavour which is what every Muslim strives for. producer or consumer, Instant recognition globally language or culture.

υ. GLOBAL PARADOX ON NAME CONNOTATIONS

falter on the global stage due to the language Successful national brands sometimes in one language but offensive in another. E.g. paradox of a name, perfectly acceptable said to offer natural protection) due to natural Urinal hot drink, a Romanian drink that is a totally distasteful image comes to mind. Ors̄ānahG antioxidants in cranberries(but s̄īnaem popular Pee Cola which **aloc good yrev** up a different connotation, as serujnoc[̄] which reportedly is a mango s̄ḡniK does BurgerPoo Poo Smoothie offering in China Smoothie.

Halaal: 6500 languages of the world, the word Āmiracle of a word. Out of the estimated with an offensive one in any language. has never overlapped

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