

## MARKETING CONCEPT BY HOLY QURAN

My name is Muhammad Fayyaz. I belong to Pakistan. I would like to draw your kind attention towards the Marketing concept as define in our Holy book “Al-Quran” brought by our holy prophet Muhammad (Peace be upon him) before more than fourteen centuries earlier same as define marketing concept by Marketing Guru Philip Kotler in his book “Principles of Marketing. Our holy book Quran also define the geographic and demographic factors of marketing, management, marketing segmentation based upon religions, ethics, complexion, attitude, social values and cultural behaviors. Holy Quran also define the history of past nations, their living style, culture and end of their civilization. Quran also discussed on creation of this natural world, formation and movement of Galaxies, how it rains, define stages of formation of baby in mother womb.

Now, I come to marketing concept as define in the book “Principle of Marketing” and derived from our Holy Quran.

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

**In the name of Allah most Gracious and merciful**

وَالْأَرْضَ مَدَدْنَاهَا وَأَلْقَيْنَا فِيهَا رَوَاسِيَ...

**19. And the earth We have spread out (like a carpet); set thereon mountains firm and immovable;**

...وَأَنْبَتْنَا فِيهَا مِنْ كُلِّ شَيْءٍ مَوْزُونٍ (١٩)

**and produced therein all kinds of things in due balance.**

وَجَعَلْنَا لَكُمْ فِيهَا مَعَايِشَ...

**20. And We have provided therein means of subsistence -- for you**

...وَمَنْ لَسْتُمْ لَهُ بِرَازِقِينَ (٢٠)

**and for those for whose sustenance ye are not responsible.**

وَأِنْ مِنْ شَيْءٍ إِلَّا عِنْدَنَا خَزَائِنُهُ...

**21. And there is not a thing but its (sources and) treasures (inexhaustible) are with Us;**

...وَمَا نُنزِّلُهُ إِلَّا بِقَدَرٍ مَعْلُومٍ (٢١)

**but We only send down thereof in due and ascertainable measures.**

# MARKETING CONCEPT BY PHILIP KOTLER

Marketing is a social process by which individuals and groups obtain what they need and want through creating and exchanging products and values with others. (Philip Kotler)

Marketing is the **analysis, planning, implementation,** and **control of carefully** formulated programs designed to bring about voluntary exchanges of values with target markets for the purpose of achieving organizational objectives. It relies heavily on designing the organization's offering in terms of the target markets' needs and desires, and on using effective pricing, communication, and distribution to inform, motivate, and service the markets. (Philip Kotler)

## Holy Quran Marketing Concept

### These Verses are derived from Surah Al-Hijr

19. And the earth We have spread out (like a carpet); set thereon mountains firm and immovable; and produced therein all kinds of things in due balance.

20. And We have provided therein means of subsistence,- for you and for those for whose sustenance you are not responsible.

21. And there is not a thing but its (sources and) treasures (inexhaustible) are with Us; but We only send down thereof in due and ascertainable measures.

#### EXPLANATION OF ABOVE VERSES:

**(“We have spread out (like a carpet); set thereon mountains firm and immovable”);**

Quran define that our God says that we spread out the earth plain like carpet for your living, cultivation and set the mountains to make balance of earth wherever we find/understand. All the planets of Sun family have a balance of gravity for rotating in their circle.

**(“and produced therein all kinds of things in due balance. And We have provided therein means of subsistence,- for you and for those for whose sustenance you are not responsible.”)**

#### **i) Analyses:**

Quran define that God says that we produce all kind of things therein in due balance, we have analyzed the earth geographically and seasonally means some areas are very cold due to temperature and some areas are very hot, things grow due to their supported environment like some products need cold weather to grow in like winter fruits and vegetables, some products

grow in hot weather like dates, and some are grow in moderate temperature. Some things grow their geographic condition of the earth like metals, oil and watery so the individuals and groups exchange each other the products due to non availability in their areas geographically in order to satisfy their needs and wants. All the things found in due balance means we also make sure the control over product as we want. Nobody can grow access product as he want, we have power to destroy by it storms, heavy or shortage of rains and earthquake variants.

## **ii) Planning:**

In Quran God says we have already planned the earth for producing and dividing the products before the creation of mankind geographically and demographically and also we make plans periodically. How much it rains this year, how much fruits and vegetables grow this year, growth and death rate of mankind this year. Plans for geographical and environmental, political changes during the year.

## **iii) Implementation:**

All the plans are implemented successfully, no one has power to change it except Allah who is the GOD and no god there except Him.

## **iv) Control Carefully:**

As GOD said in holy Quran (**“And there is not a thing but its (sources and) treasures (inexhaustible) are with Us; but We only send down thereof in due and ascertainable measures.”**)

All the plans are controlled carefully since its creation like Sun & Moon rise and set. Earth rotation around the Sun. Galaxies are rotating in their defined circles in space. Seasons are changed on times. Rains fall. He disclosed/deliver its treasures of the earth on nations in specific time and certain limits. No one has power to overcome on all God's treasures. Treasures are disclosed by the passage of time and centuries for nations. Invention are made in different centuries. All the plans are controlled carefully to deliver treasures to the certain nations in their era till the end of whole its creature on His fix decided time.

The World as an organization all activities are made by GOD for the purpose to exchange the things among the peoples as trade in order to satisfy their need mutually since its existence.

Fore more detailed information please contact me on E-mail: [faz\\_mba@hotmail.com](mailto:faz_mba@hotmail.com) and place your remarks on this concept.