Marketing campaign leaflet with slogans that may be used to promote NBD in Nigeria, especially to students.

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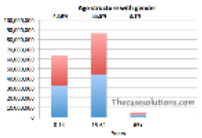
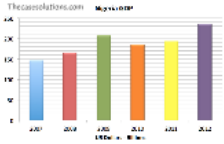
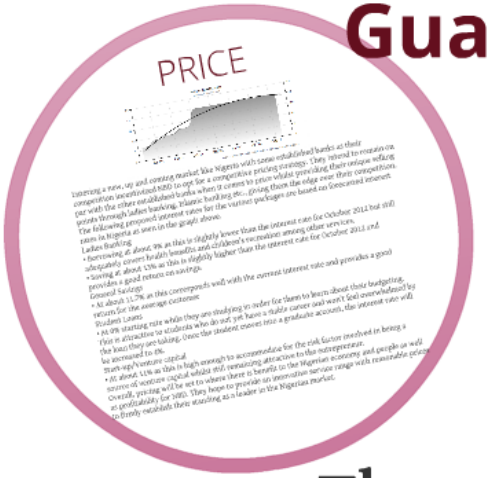
A potential television advertisement that could be used for Emirates NBD in Nigeria as part of the marketing campaign.

Next are 3 graphs showing demographics of Nigeria. These graphs will support the ideas behind the aforementioned product packages.





Note on Pension Guarantee Funds



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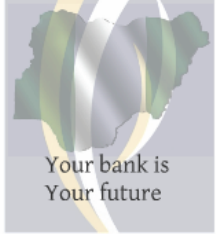
Marketing campaign leaflet with slogans that may be used to promote NBD in Nigeria, especially to students.

بنك الإمارات دبي الوطني
Emirates NBD

The path to your destination



Your bank is
Your future

ADVERTISING

Advertising is extremely crucial when bringing in a new product. Thus, in this and the next two pages, are compiled a selection of advertising campaigns that Emirates NBD can use to penetrate the Nigerian banking industry.

http://www.mediafire.com/?rtucpvm6g2jss3m

"Looking to study abroad? Emirates NBD is the path to your dream university. Our student loans packages offer some of the lowest interest rates allowing you to take control of your career. Emirates NBD, your bank is your future."

Attached above is the link to the radio ad.

Thecasesolutions.com

A potential television advertisement that could be used for Emirates NBD in Nigeria as part of the marketing campaign.

[redacted]

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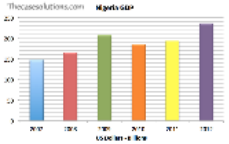

PLACE

Thecasesolutions.com

Nigeria has been selected as a country in which Emirates NBD can look to expand into.

Firstly, through research, it is found that Lagos is the most populous city in Nigeria and also the city with the highest percentage of wealthy people. Lagos is also the most prosperous city in Nigeria and most of the nation's wealth and economy is found there. Lagos Island is the commercial hub of state along with its presence of high rise buildings. Therefore, if Emirates NBD were to open a branch in Nigeria, Lagos Island would be the ideal location. This particular branch of NBD will be specialist (angular) as would in Nigerian and young emerging entrepreneurs hence making the branch easily accessible.

Dealing with the upper class, priority banking would be introduced to the Lagos branch. This would enable the customers to have one on one VIP treatment with their customer representative. For this, the branch would have to have separate VIP rooms depend ng on the type of customer such as priority, corporate, ladies banking, islamic banking or general saving. The staff would have to be Nigerian and fluent in the main languages of Nigeria which are English, Yoruba, Ibo and Hausa; English being the official language, in order to cater to the elite.

Secondly, 50% of the population is between the ages of 15-40 years. Thus, a student loan package will be introduced. The branch that will cater to students looking to study abroad will be located in Abuja, which is the capital of Nigeria and one of Nigeria's most populated cities alongside Lagos. The setting of this branch will include a bottom level for general customers and a second level for priority banking.

Thirdly, as 54.4% of Nigerians are Muslim, Islamic banking could be included in both the future NBD branches. The details of the Islamic banking will be explained further in the product section.

Lastly, as face-to-face banking is not practical for all customers regarding minimal transactions, this a secure website for NBD specifically for Nigerians will be available. This will enable them to access their account online as well as make transactions (with a limit) and show their spending activity.

PRODUCT

Thecasesolutions.com

Emirates NBD aims to expand its branches around the world. The UAE based firm currently has its headquarters located in Dubai along with 110 other branches. The increasingly influential bank has spread out around the world including India, China and Singapore.

Its new venture extending out to a new region in Africa may potentially be a very successful one. Focusing on Nigeria, the bank aims to introduce the concept of international banking into the market to gain a strong customer base.

With a large number of the population consisting of young adults, Emirates NBD focuses on students aiming to go abroad to study in their dream universities through student loans provided by Emirates NBD with relatively low interest rates and high incentives.

With Nigeria focusing its economic growth by combating illiteracy, it aims to increase its literacy rate from 56.3% to a higher percentage, which would lead to a sustainable development in the growth of the nation. The purpose Emirates NBD will serve is to provide to the young population of students that look to get out of Nigeria for their higher education but lack the financial resources to do so. By using NBD as a source for this loan, it will deliver to student's needs of a loan with some of the lowest interest rates to reduce the burden the student's financial responsibility and widen their opportunity to get a high quality and standard of education. Furthermore, the government would also support this initiative taken by the Emirates NBD as it looks to support its population and seeks new generations of the nation to be literate to make a noticeable change and move the nation forward. Therefore, this step being taken forward by NBD could be a highly successful and supported one.

Note on Pension Guarantee Funds

PRICE

Entering a new, up and coming market like Nigeria with some established banks as their competitors necessitated NBD to opt for a competitive pricing strategy. They intend to penetrate on par with the other established banks when it comes to price while providing their unique selling points through ladies banking, islamic banking etc., giving them the edge over their competitors. The following proposed interest rates for the various packages are based on forecasted inflation rates in Nigeria as seen in the graph above.

Ladies' Banking
- Increasing at about 9% as this is slightly lower than the interest rate for October 2012 but still adequately covers health benefits and children's recreation among other services.
- Starting at about 11% as this is slightly higher than the interest rate for October 2012 and provides a good return on savings.

General Savings
- At about 11.7% as this corresponds well with the current interest rate and provides a good return for the average customer

Student Loans
- At 9% starting rate while they are studying in order for them to learn about their budgeting. This is attractive to students who do not yet have a stable career and won't feel overwhelmed by the loan they are taking. Once the student moves into a graduate account, the interest rate will be increased to 9%.

Start-up Venture capital
- At about 11% as this is high enough to accommodate for the risk factor associated in being a source of venture capital while still remaining attractive to the Nigerian economy and people as well as profitability for NBD. They hope to provide an innovative service range with reasonable prices to firmly establish their standing as a leader in the Nigerian market.

PROMOTION

Promotion consists of advertising, sales promotion, personal selling and public relations. The services that a bank provides is different than a item selling goods; therefore the promotion plan designed by the marketing department is different.

First of all, as we are targeting Nigeria, considering their demographics and those analysts above there are economic requirements, different promotional packages need to be designed which have been mentioned in the product section.

After that, as would be a successful bank within UAE, the next step that Emirates NBD has to take is advertising. In order to develop a strong presence outside UAE, they have to find out about this campaign can include radio ads, TV ad, posters for newspapers and Khaleej. However according to our research, Radio is the most popular of advertisement in Nigeria therefore we focus on Radio advertisement. An effective persuasive slogan must be designed which is short and memorable. Also, as Social media is a popular tool in Nigeria therefore we advertise and sell NBD's uniqueness campaign. As we have a special package designed for them. As another part of the advertising campaign and in order to gain popularity, famous people can be used to advertise the bank.

Huge steps in sending personal representatives of the bank to promote Emirates NBD. Nigerian staff will be employed and trained completely. This is made our customers feel more comfortable and close with our bank and to encourage them. By this step people gain deeper knowledge about the bank, their objectives and functions. The promotional packages that have been designed will be introduced, explained and the advantages will be clearly outlined.

Lastly, for students that have no jobs or student that intended to study abroad, Emirates NBD gives a chance to open their accounts easily through mobile devices.

Follow is an collaborative with national banks in those countries, expand the promotional packages and include a wide variety of institutions to these packages.

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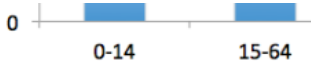

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Secondly, another package tailor made for the Nigerian population by Emirates NBD would be the Ladies Banking. Spotting a gap in the market, NBD discovered that the top banks in Nigeria such as Zenith did not provide facilities, which are specifically to provide the female population with a system that they could adapt to and use in their everyday lives, managing finances.

With Emirates NBD Ladies Banking you can select from three distinctive banking packages that offer a wide range of banking and lifestyle benefits including a choice of accounts, free insurance, shopping discounts, discounts at spas and health clubs and invitations to exclusive events. This new and unique idea being introduced in the Nigerian market would encourage and attract a customer base.

A plus factor in this package would be the fact that the customer would not benefit only if they were living in the UAE, they could have the account based in the UAE but correspond with the Customer Representatives in Lagos or Abuja to run their account and have accessibility to all forms of assistance and facilities. The selling point of this package would be to target the segment of the market that contains women and provide them with incentives so they can enjoy benefits while shopping, receiving discounts and rewards by having this account affiliated with Emirates NBD. They can continue saving and spending the same way but reaping along the benefits as they go.

Next, the Muslim population of Nigeria is to be targeted. Islam being the most widespread religion in the nation, this opens the market to a big gap for Islamic banking. Islamic banking follows the Shari'ah law with the principle of not having interest rates. Islamic banking complies with this Islamic law and provides Muslims and others the option of banking without interest. This giant market in Nigeria would be a very successful step towards penetrating the market as the country has almost 50% of Muslims currently residing there. Attracting the Muslim population towards this interest free concept would not be problematic as it is a fundamental concept that every Muslim would undoubtedly follow.

Islamic banking, furthermore, promotes the idea of not charging interest, which is the cost of borrowing money. This would be a highly attractive scheme for the entire population after the phenomenon of the recession, which was majorly caused by interest rates and its adverse effects. After this dip in 2009, people would be drawn towards this new venture by Emirates NBD to avoid the ill effects of what has happened in the past.

Another package developed by the bank is for the young, upcoming entrepreneurs in the market. Emirates NBD aims to provide potential business oriented individuals with the sufficient capital to start up businesses with prospective of a successful future. This venture capital could be taken advantage of by a large number of young people who have a need for funds in Nigeria with the advantage of low interest rates in international banking. Emirates NBD would benefit from this, as they would be building an international customer base as well as new account holders as it would be a requirement for all customers to have an account with Emirates NBD in order to qualify to apply for the loan.

This accommodation for young people would also in fact, help the Nigerian economy grow and develop for a better future. This, in turn, would improve international and the government relations between the nations as over 50% of the shares of Emirates NBD are government owned.

Lastly, Emirates NBD would also strive to attend to the general public, giving them an opportunity to save with this UAE based bank. The general public can open their savings accounts from Nigeria itself attending the customer relations' branches in Lagos and Abuja. These accounts would be Dubai based but accessible from Nigeria. The customers can save as much as they would like to internationally giving them security and more attractive interest rates in the UAE.

The packages described above would potentially mean targeting different segments of the market, which would be a strong penetration into the Nigerian banking industry.

to your dream university. Our student loans packages offer some of the lowest interest rates allowing you to take control of your career. Emirates NBD, your bank is your future."

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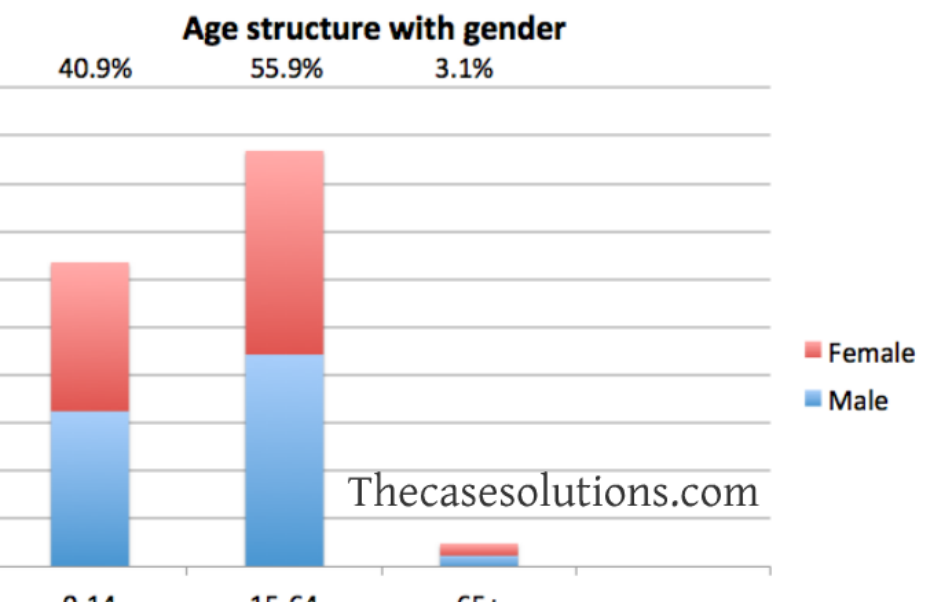

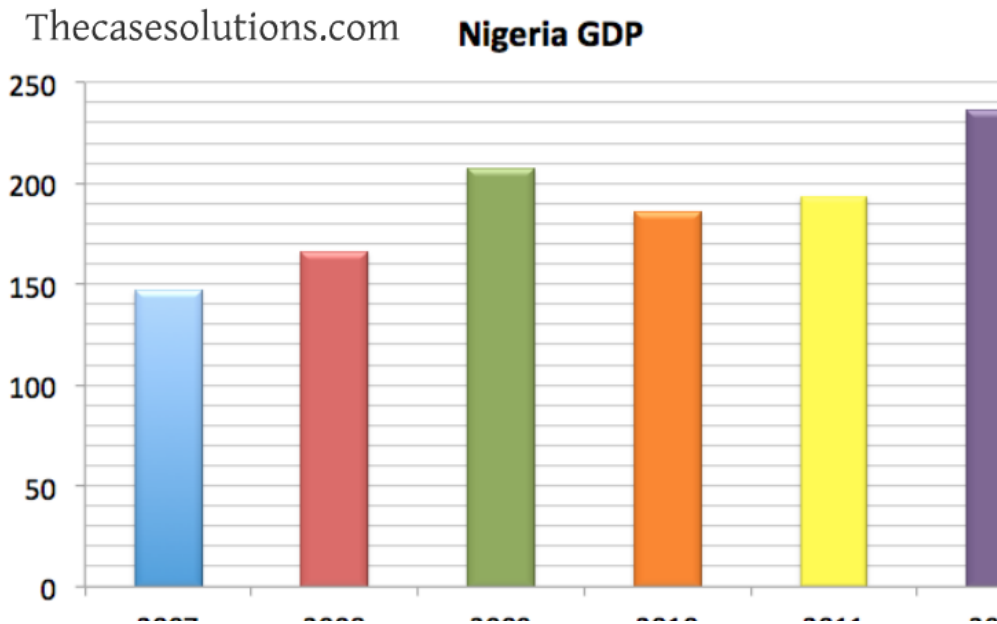

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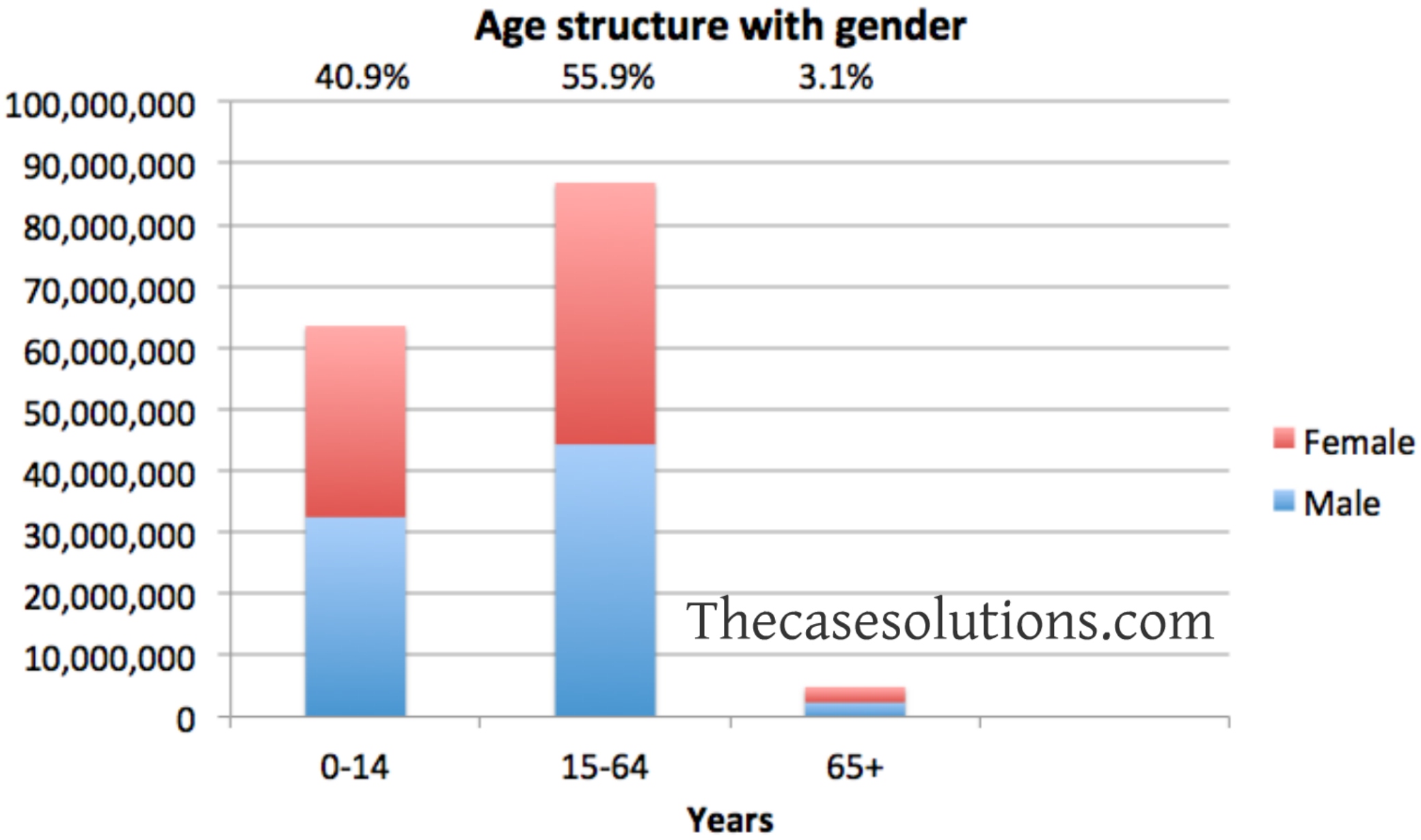

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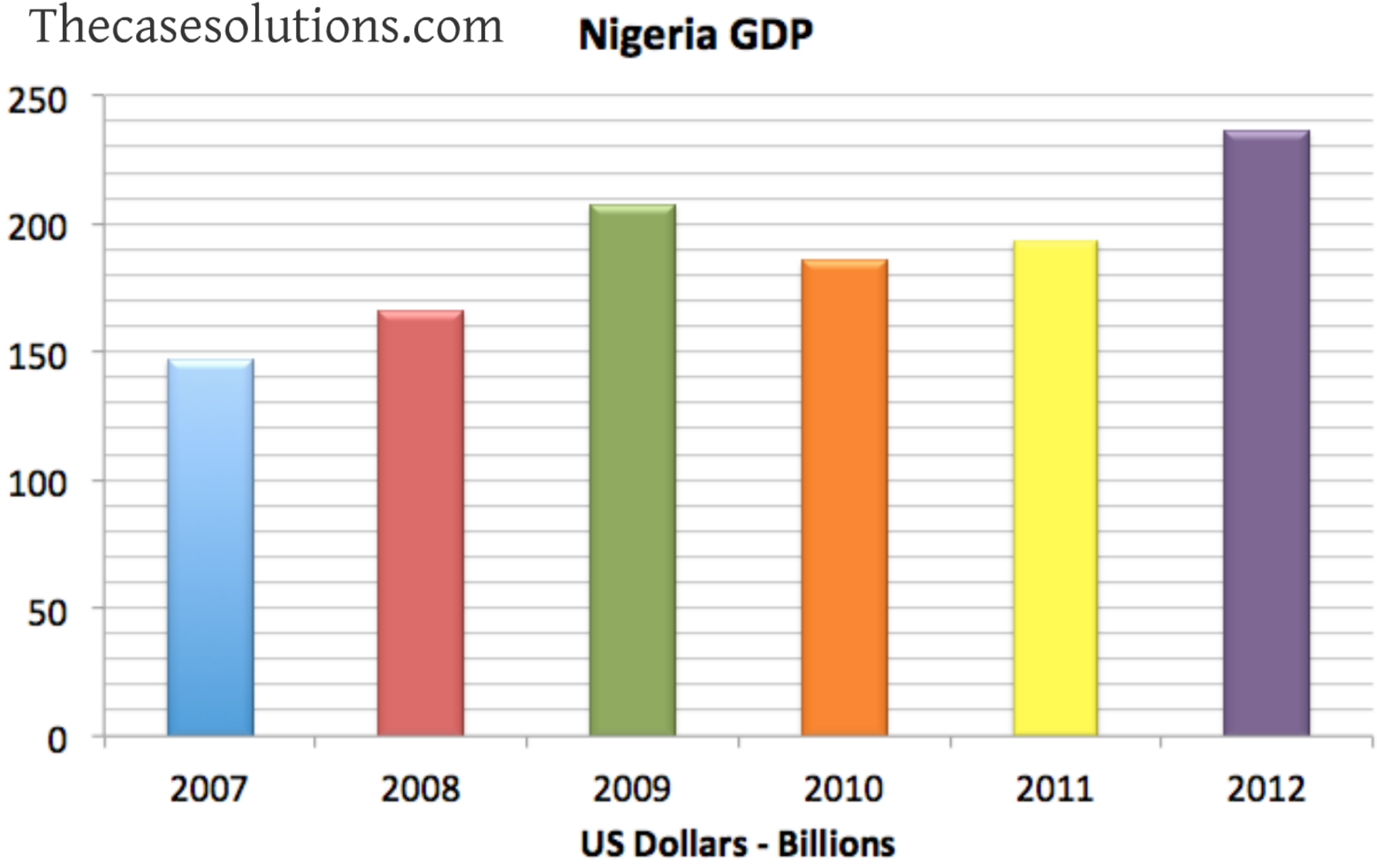


Religion in Nigeria
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Muslim
Christian
Indigenous beliefs