Islamic Shop- A Halal Marketplace, listed in The 100 Most Innovative Global Muslim Startups

Chennai, Tamil Nadu Jul 4, 2022 (Issuewire.com**)** - Based in Chennai, it is also the only startup from India to ever make it to the prestigious list. The Center for Global Muslim Life in its annual list celebrates companies around the world that are **innovative, and transformative and have made a significant social impact, and has also built an ecosystem across sectors for collaboration.** The landscape of Muslim startups has changed drastically, it is now time for bringing out innovative ideas and implementing them properly.

Islamic Shop is more than an e-commerce marketplace designed to cater to a potential population of over 1.8 billion Muslims all over the world, with its Islamic and Halal products. Mohamed Maaz, the Founder and CEO of Islamic shop, started the company with the mission to make “Halal accessible to all.” He believes that “Halal is not just the special cut of meat or the absence of alcohol or pork. It goes beyond that, it is about the proper treatment resources and ingredients, following a set of standards from the manufacturing, to packaging, till delivery.” You can learn more about us here.

What's the big deal about Islamic Shop?

While at a glance it may seem that Islamic Shop is an e-commerce website, there is more to it than it would seem. Bootstrapping with lean resources, a tight-knit team of talented individuals, and bare marketing, the startup has accomplished providing a platform for over 850 sellers (including sellers from other countries), offering over 15500 SKUs, expanding to over 470 categories, delivering to not just remotest parts of India but also to more than 55 countries worldwide, covering six continents while still in its MVP (Minimum Viable Product) stage.

Islamic Shop plans to expand its horizons by venturing into various sectors such as media, finance, Halal food, tourism, and even pharma.

From a humble start-up in India to being listed on The 100 Most Innovative Global Muslim Startups to watch in 2022, Islamic Shop has come a long way in a very short time. Maaz states that it is all because of his strong team and the groundwork they have laid to establish a solid network. He believes in his team growing as a family, with each member having ownership of the company, and taking initiatives to make the company better. Mohammed Furqan, who has been with us since the very beginning was recently made Director of the company for his ceaseless contributions.

New Goals and New Brains

Arriving with the good news of being listed as one of The 100 Most Innovative Global Muslim Startups to watch in 2022, Mohamed Maaz roped in Samiur Junaidy as their Marketing Head. Samiur has been working with popular national and international brands as a social media specialist for over 7 years and has also dabbled in implementing various digital marketing efforts for Islamic Shop as well. With his entry, there has been a decrease in cost per customer acquisition. Samiur will further be heading the Marketing and Media division for Islamic Shop.

Islamic Shop and Marketing

While Islamic Shop has still not reached its complete potential, Maaz states that it is working with a miniature model and can be expanded exponentially under the right conditions. Islamic Shop has optimised its expenses by using minimal marketing efforts and maximising reach.

Samiur, who is Islamic Shop's marketing head says, **"We utilise a lot of digital marketing tactics to increase traffic and reduce the cost per click for all our online advertisements".**

Islamic Shop is now setting the branding guidelines and introducing a brand voice where the interaction with customers is more fun, educational and entertaining (the Halal way).

Expansion and Partnering

Islamic Shop is in a self-sustaining model and churning out sufficient revenues which gives them an opportunity to implement a global expansion plan. With their eyes toward the future, they want to expand their operations globally. “We plan to set up a base in Dubai and install distribution roots across other countries”.

When asked which countries he would like to go to, Maaz had this to say “Besides the Middle East, we have also had enquiries from The United Kingdom, Canada, USA, Malaysia, Nigeria, and Pakistan to set up base operations there as well”.

“We are currently looking for strategic partners and investments so that we can implement our global expansion plan”, said Maaz. For Islamic Shop, it has always been about uplifting the community through innovation and technology.”

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