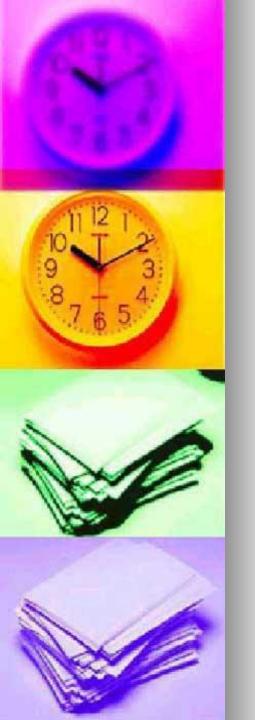




Services - definition

- A valuable action, deed, or effort performed to satisfy a need or to fulfill a demand.
- A service is any activity that one party can offer to another, it is intangible and does not lead to any property. Its output can be associated or not with a physical product.



Service Marketing

The promotion of economic activities offered by a business to its clients. Service marketing might include the process of selling beauty, telecommunication, health treatment, financial, hospitality, car rental, air travel, and professional services.



Intangibility

 Services are immaterial and do not have a physical form. They cannot be touched, held, tasted or smelt.



Variability

- Each case of services is different, unique and cannot be exactly repeated even by the same service provider. Therefore it is very difficult to keep a constant level of services quality.
- Services are also subjectively evaluated by individual customers.



Perishability

 Services are very much connected with the time.
Services cannot be stored, saved, returned or resold.



Inseparability

 One cannot separate the service from the stuff that provides it.



Product

Design Technology Perceived usefulness Convenience of use Quality

Packaging Brand utility Accessories

Warranties

People

Employees Management Organization culture Customer service orientation

Place Retail

Wholesale

Mail order

Internet

Direct sales

Peer to peer

Multi-channel

Services Marketing Mix

Physical evidence

Facilities Infrastructure Service delivery

Promotion

Price

Skimming

Penetration

Value based

Cost plus

Cost leadership

Special offers Advertisements Endorsements User trials Campaigns

Joint ventures

Process

Uniformity of offering Service delivery Service consumption