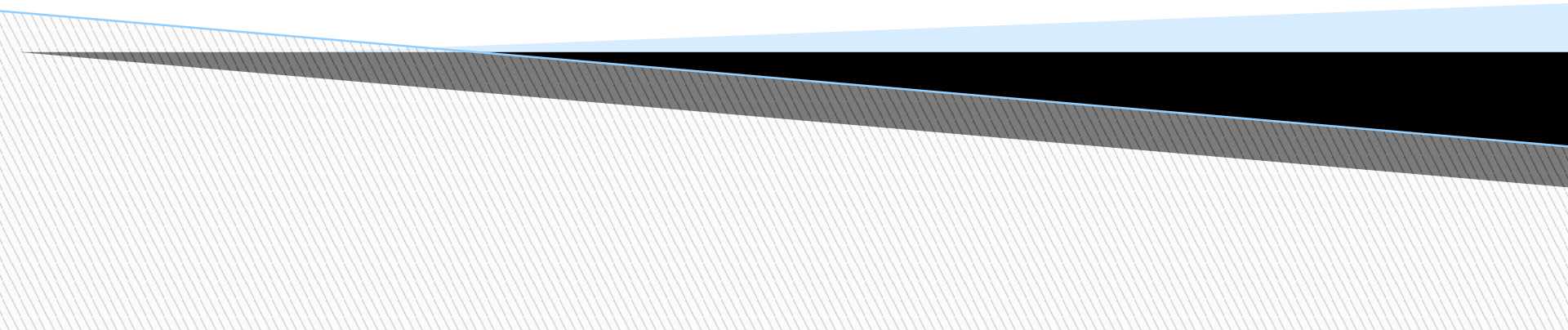
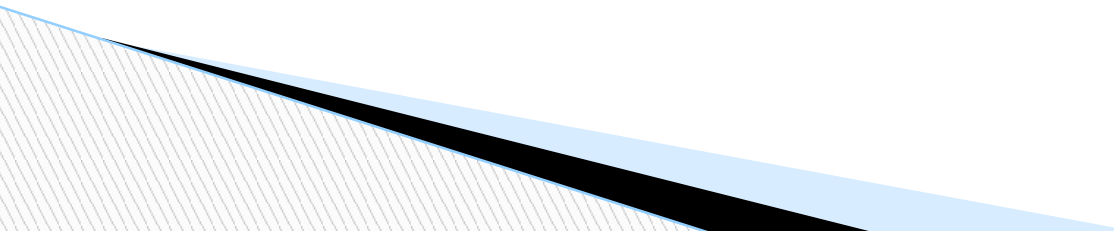


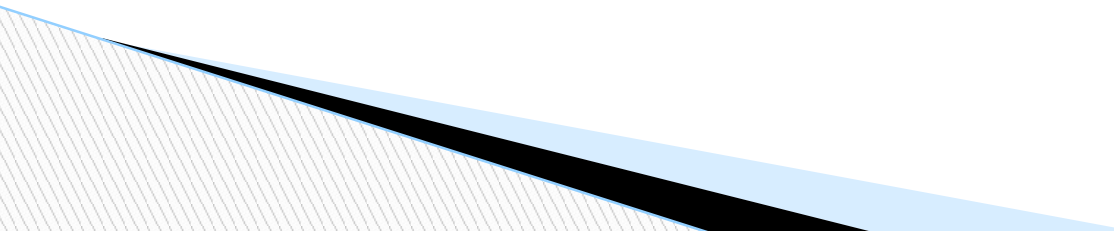
# **Service and not-for-profit**

Subject 6



# Plan

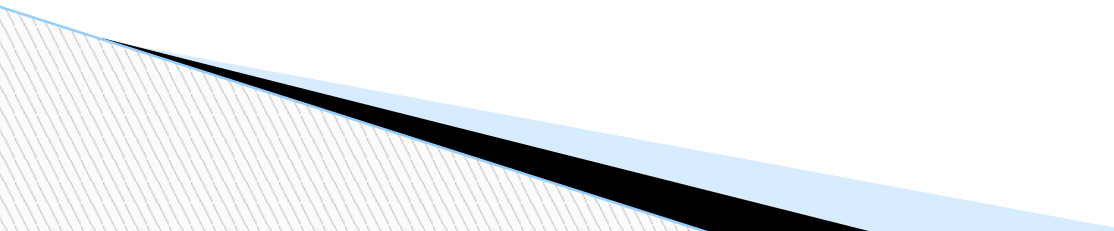
- Features of a service
  - The intangibility factor
  - Not-for-profit organizations
  - How marketing can benefit service and not-for-profit organizations
- 

- Services are activities, benefits or satisfactions offered in the marketplace in the form of skills or facilities to meet a need or want.
  - To serve is to give something of value.
  - For many services is to be referred to as products.
- 

# Features of a service

- Intangibility (untouchability)
- Perishability
- Inseparability
- Lack of standardization

Not only do services have a high degree of intangibility (untouchability), but they are also perishable, inseparable, and lack standardization.



# The intangibility factor

- The amount of tangibility (touchability) can be the best indicator when determining whether something is a product or service. In the case of services, tangible things will often also be offered along with the skill or facility.

# The intangibility factor

**Jewellery**  
**Teaching**

**Restaurant meals**

**Tangible**



**Intangible**

The proportion of tangibility or intangibility will vary between goods and services.

# Service providers cover a wide range

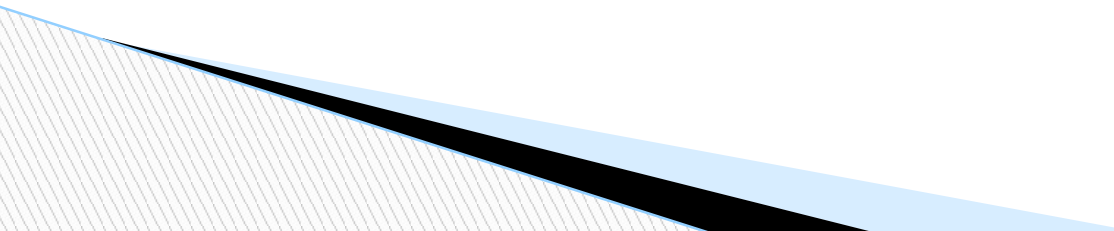
## Examples of service providers

### For profit

Professionals  
Health professionals  
Restaurants  
Hairdressers and beauticians  
Consultants  
Tradespeople  
Car mechanics  
Private training establishments

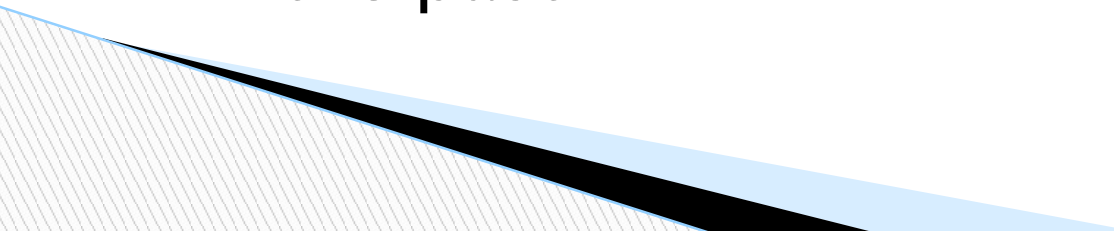
### Not-for-profit

Charities  
Local government agencies  
Government service agencies  
Government education providers  
Some public health services  
Community organisations  
Art and theatre groups  
National orchestra

- Products are more likely to be associated with profit-based organisations. While some not-for-profit organisations may offer a product, such items are provided or sold to support the main aim of the organisation.
  - Not-for-profit organisations have other aims and goals. If a profit is made from any activity then this is simply for the purpose of funding other functions of the organisation or promoting its cause.
- 



# **Not-for-profit enterprises have become market focused as a result of:**

- ▣ There has been an increase in demand for the services of many social service agencies to meet all kinds of community needs.
  - ▣ Not-for-profit organisations now operate in a highly competitive environment.
  - ▣ Traditional government and business funding sources provide far less money than they did in the past.
- 

# Steps to follow when seeking sponsorship:

1. Identify prospective sponsors whose target customers match those not-for-profit enterprise.
  2. Develop a sponsorship package that outlines.
  3. Make a professional and individualized approach to each prospective sponsor.
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