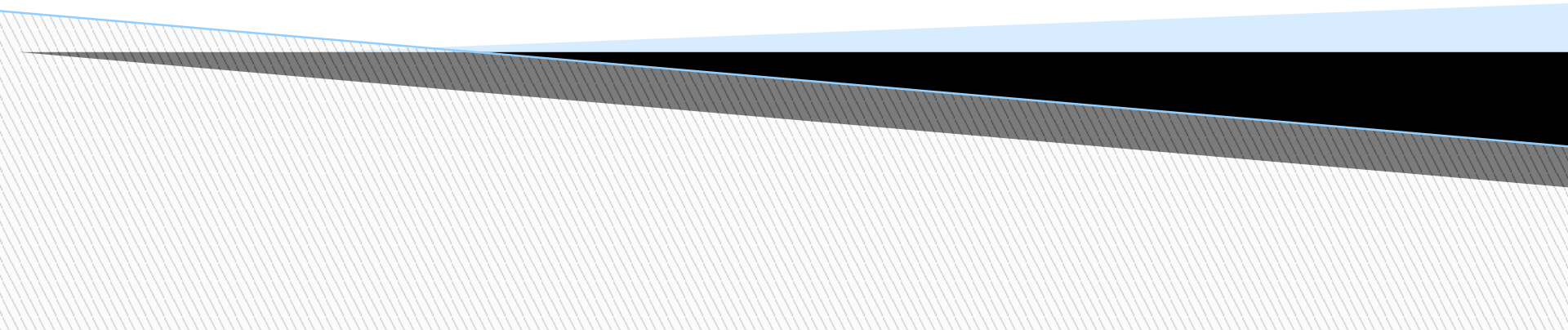
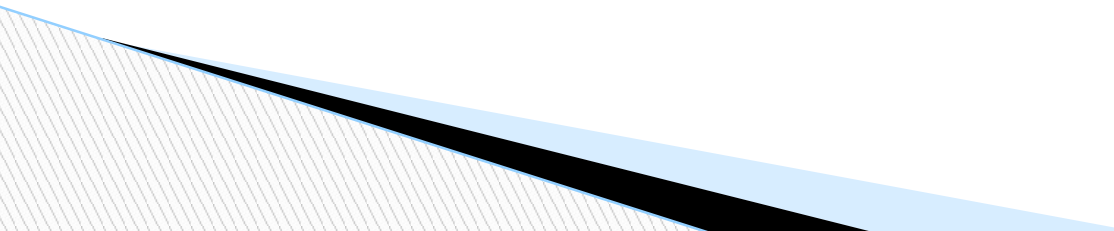


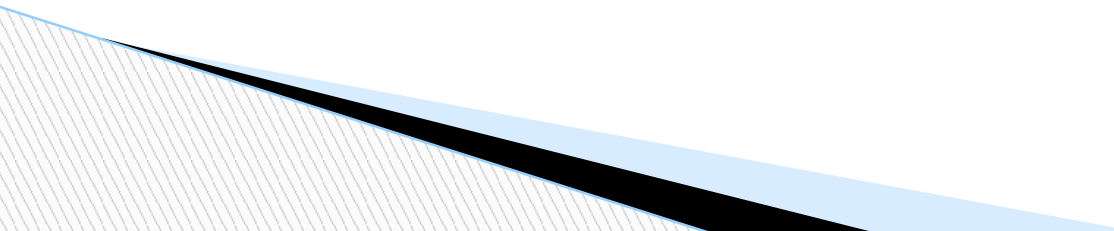
Service and not-for-profit

Subject 6



Plan

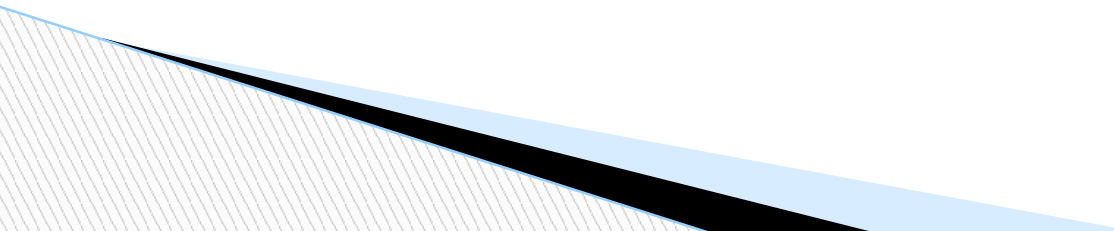
- Features of a service
 - The intangibility factor
 - Not-for-profit organizations
 - How marketing can benefit service and not-for-profit organizations
- 

- 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

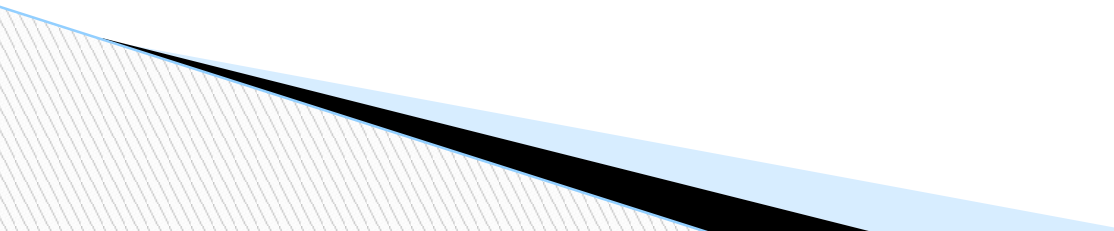
Examples of service providers

For profit

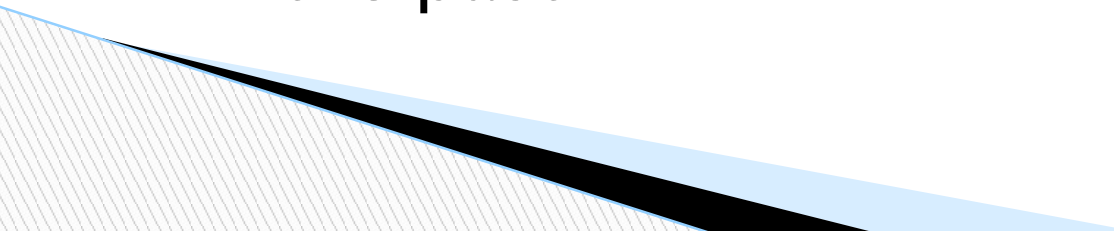
Professionals
Health professionals
Restaurants
Hairdressers and beauticians
Consultants
Tradespeople
Car mechanics
Private training establishments

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.
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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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