

MARKETING MIX OF SERVICES

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PRODUCT

PRICE

PLACE

PROMOTION

PEOPLE

PHYSICAL EVIDENCE

PROCESS

PRODUCT

A service product consists of the following

The customer benefit concept

The service concept

The service offer

service forms

The service delivery systems

CUSTOMER BENEFIT CONCEPT (CORE)

The service product which you offer in the market must have its origin in the benefits which the consumers are seeking.

(Customers are not very sure about the benefits & that creates confusion. Their aspirations keep changing. A continuous customer knocking is essential).

CORE BENEFIT

REST OR SLEEP IN A HOTEL

EDUCATION IN A COLLEGE

SERVICE CONCEPT (BASIC)

The service concept defines the specific benefits which the service offers. It defines the basic product.

Basic functional attributes. (Rooms, beds in a hotel/ Classrooms in a college)

Basic service being offered
What business are we in

SERVICE OFFER (Expected Product)

Clean room, quietness in a hotel/ Clean classroom & equipments in a college)

The service offer is concerned with the specific elements that are used to provide service.

(Things needed to deliver the service)

SERVICE FORMS (Augmented product)

Service form refers to the various options relating to each service element. The manner in which they are combined gives shape to the service form. Customers desires beyond expectations.

Prompt room service in a hotel/ A better learning experience

(In what way & how)

SERVICE DELIVERY SYSTEM (POTENTIAL PRODUCT)

People component & Physical evidence are the two main elements of Service delivery system.

The Competence & public relations are two main ingredients of People component, whereas, buildings & physical infrastructure are the main ingredients of Physical evidence.