**1.Definition of services:**

Services are activity, benefits, or satisfaction which are offered for sale or provide in connection with sale of goods.

- American Marketing Association.

**2.Intangibility of service:**

Services are essentially intangible. It is impossible for customer to see, fed, taste, hear or small services.

The companies promotional program, while selling or promoting the sale of a service to concentrate entirely on the benefits from the service.

**3.Perishability of service:**

Services cannot be store an used electric power, empty room in lodges represent business that is lost for ever.

A service not used today is lost forever. It cannot be store or carried forward. So the service provide try to maintain a constant demand for their services.

4.Service Marketing Mix:

➢

➢

➢

➢

➢

➢

****

In franchising, the franchise, services provider license his brand name, business are format product, service or reputation in return for fees an royalty.

**6.Advertising:**

Advertising is any paid form of non personal presentation of ideas, goods are services by identified sponsor.

**7.Direct Marketing:**

An integrative marketing system that users one or more advertising media to effect a measurable response and or transaction at any location.

**8.Service Process:**

The service process refers to how the service is provided or delivered to a customer.

Designing a service delivery system is a creative process, it becomes with a service concept and stratergy to provider a service with futures to differentiate from the competition.

9.Public Relation:

Public is any group that as an actual or potential interest in or has and impact on a companies ability to active its objectives.

10.Marketing Mix:

Marketing mix is the contination of different sub mixes of the marketing mix. It influce place, price, ,promotion, people, process. The price of the service depend upon the chennal. The

service provider may be the main provider, an agent or a sub agent.

**11.AIDA Formula:**

Having diffent the desired advice response the communicator proceeds to develop an effective message.

The message should attract attention, hold interest, arouse desire and elicitation action. This called AIDA formula where A – Attention, I-Interest, D-Desire, A-Action.

**12.Price:**

Pricing is the art of translating into quantitative terms the value of a product or unit of a service to customers.

**13.Skimming pricing:**

Skimming pricing is the strategy for new product are services. It aims at high price and high profit in the yearly stage of marketing the product.

Initially the price is high and later the price is reduced gradually when other competitor enter in to the market

**14.Distribution:**

Channels of distributor are used for transferring the service from producer to consumer.

A distribution channels consist sequence in distributing a services form producer to consumer.

**15.Service product:**

A service is an activity or benefit which is essentially intangible in nature. Services involves some interaction with in customer with out transfer of ownership.

**16.physical evidence:**

That intangible nature of service needs that potential customers area unable to judge a service before it is consumed, increasing the risk involved in the purchase decision. In marketing mix strategy to reduce levels of risk by offering tangible evidence of the nature of the service.

**17.Front stage:**

The front stage racial events, as described by the white students in my sample. In this dissertation, I define the front stage as interactions among whites and people of color. As a general rule, whites learn it is not appropriate to express racist sentiments in the front stage.

**18.Back stage**

The first theme in the backstage is that the backstage operates as a preparation stage for racial relations in the front stage. A second and much more common theme is that the backstage is a safe space to relax the front stage expectations. As this was much more common, most of the attention is directed there.

**19.Service culture**

A service culture exists when you motivate the employees in your organization to take a customer centric approach to their regular duties and work activities. Sales and service employees

put customer needs first when presenting solutions and providing supports.

***5 mark***

***1.Service Blueprinting:***

Define the goal:

Choose a scope and focus. Identify one scenario ) and its corresponding customer. Decide how granular the blueprint will be, as well as which direct business goal it will address. While an as-is blueprint gives insight into an existing service, a to-be blueprint gives you the opportunity to explore future services that do not currently exist.

Gather research:

Unlike customer-journey mapping where a lot of external research is required, service blueprinting is comprised of primarily internal research

***Refine and distributing:***

Refine by adding any other contextual details as needed. These details include time, arrows, metrics, and regulations. The blueprint itself is simply a tool that will help you communicate your understanding of the internal organization processes in an engaging way. At this point, you need to create a visual narrative that will convey the journey and its critical moments, pain points, and redundancies.

***2.Elements of promotional mix:***

***Advertising:***

Advertising is defined as any paid form of non-personal presentation and promotion of ideas, goods, and services by an identified sponsor. It is a way of mass communication. It is the most popular and widely act practiced tool of market promotion.

*Sales promotion:*

Sales promotion covers those marketing activities other than advertising, publicity, and personal selling that stimulate consumer purchasing and dealer effectiveness.

***Personal Selling:***

Personal selling includes face-to-face personal communication and presentation with prospects for the purpose of selling the products. It involves personal conversation and presentation of products with customers. It is considered as a highly effective and costly tool of market promotion.

*Publicity:*

Publicity is also a way of mass communication. It is not a paid form of mass communication that involves getting favorable response of buyers by placing commercially significant news in mass media

*Public Relations:*

The public relations is comprehensive term that includes maintaining is constructive relations not only with customers,

suppliers, and middlemen, but also with a large set of interested publics.

***3. Service life cycle:***

The product /service life cycle portrays distinct stages in the sales listery of a product/services.

**Introduction:**

In this stage as a new service is launched in a target market its usage rate will be low. The low revenge with high production cost result in negligible profit.

**Growth:**

The growth stage is marketed by rapit increase in sales. Consumer see he benefits in using the service. It is easy for compatiter to infact as the dervice offered can not battened.

**Maturity:**

As the rate of growth slows down the product service enter the maturity stage. In the sales are still increasing but a decreasing rate.

**Decline:**

With technological advancement and changing type of consumer the usage rate of the service. Some firms withdraw from the current service and switch over to better venture.

***4 Service marketing mix:***

**Product**

In the case of services, the “product” is intangible, heterogeneous and perishable. Moreover, its production and consumption are inseparable. Hence, there is scope for customizing the offering as per customer requirements, and the actual customer encounter therefore assumes particular significance.

**Pricing**

Pricing of services is tougher than pricing of goods. While the latter can be priced easily by taking into account the raw

material costs, in the case of services there are attendant costssuch as labor and overhead coststhat also need to be factored in.

**Place**

Since service delivery is concurrent with its production and cannot be stored or transported, the location of the service product assumes importance. Service providers have to give special thought as to where the service is provided. A fine dining restaurant is better located in a busy, upscale market as opposed to the outskirts of a city.

**Promotion**

Since a service offering can be easily replicated, promotion becomes crucial in differentiating a service offering in the mind of the consumer. Service providers offering identical services such as airlines or banks and insurance companies invest heavily in advertising their services..

**People**

People are a defining factor in a service delivery process, since a service is inseparable from the person providing it. A restaurant is known as much for its food as for the service provided by its staff. The same is true of banks and department stores

**Process**

The process of service delivery is crucial since it ensures that the same standard of service is repeatedly delivered to the customers. Most companies have a service blue print which provides the details of the service delivery process, often going down to even defining the service script and the greeting phrases to be used by the service staff.

**Physical Evidence**

Since services are intangible in nature, most service providers strive to incorporate certain tangible elements into their offering to enhance customer experience. Many hair salons have well designed waiting areas, often with magazines and plush sofas for patrons to read and relax while they await their turn.

***5 Type of agent:***

❖

❖

❖

*Selling agent:*

Selling agent have contractual authraity to sale a service of the principal. The service may be any think from insurance to financial services.

Purchasing agent:

Purchasing agents evaluate the sources of supply and make purchases on behalf of buyers. Normally they have a long term relationship with the buyers. Purchasing agents have a thorough knowledge about the market. They serve their clients by providing useful market information. A purchasing agent buys best service at a reasonable price for his client [buyers]. Companies and individual engage purchasing agent in order to find art, antiques, etc.,

Facilitating agent:

It provide much needed support for performing the market process. They are expect in the field banking, insurance, travel.

***6 Sales promotional tools***

***Free samples:***

In this case, small units of free samples are delivered door to door, sent through direct mail, attached to another product, or given along with the purchase of some other product .

Coupons:

This involves offering price reduction or saving to customers on the purchase of a specific product. The coupons may be mailed or enclosed along with other products, or inserted in a magazine or newspaper advertisement.

***Exchange scheme:***

In this case, the customer exchanges the old product for a new one. The old product’s exchange value is deducted from the price of the new product. This sales promotion tool is used by several companies for consumer durables.

discount:

It refers to reduction in pric on a particular item during a particular period. It is common during festival season or during off season period.

premium offers:

These can be extra quantities of the same product at the regular price. Premium offers are used by several firms selling FMCG goods such as detergents soaps and food items.

***7 Service personnel:***

Service personnel are those people who provide an organization’s services for customers. Service personnel are important in all organizations. However, they are particularly important in those situations where, in the absence of clues from tangible products, the customer will form an impression of the organization from the behaviour and attitudes of its staff.

Service personnel include operators, bus drivers, lift attendants, librarians, clerks in banks, chefs, receptionists and counter clerks in hotels or hire car companies, security guards,

telephonists, repair and servicing personnel and waiters. These people may perform a ‘production’ or ‘operational’ role but may also have a customer contact role in service organizations.

Their behaviour may be as important in influencing the perceived quality of a service as the behaviour of formal sales staff. It is crucial therefore that these service personnel perform their jobs effectively and efficiently; also that the service organization’s measures of effectiveness and efficiency include a strong element of customer orientation among its staff.

8Service level :

Service level measures the performance of a system. Certain goals are defined and the service level gives the percentage to which those goals should be achieved. Fill rate is different from service level.

Examples of service level:

Percentage of calls answered in a call center.

* • Percentage of customers waiting less than a given fixed time.
* • Percentage of customers that do not experience a stock out.
* • Percentage of all parts of an order being fulfilled completely.

Service level is used in supply-chain management and in inventory management to measure the performance of inventory replenishment policies. Under consideration, from the

optimal solution of such a model also the optimal size of back orders can be derived.

Unfortunately, this optimization approach requires that the planner knows the optimal value of the back order costs. As these costs are difficult to quantify in practice, the logistical performance of an inventory node in a supply network is measured with the help of technical performance measures. The target values of these measures are set by the decision maker.

***9 Pricing objectives:***

* • maximize long run profit
* • maximize short run profit
* • increase sales volume
* • increase monetary sales
* • increase market share
* • obtain a target rate of return on investment
* • obtain a target rate of return on sales
* • company growth
* • maintain price leadership
* • desensitize customers to price
* • discourage new entrants into the industry
* • match competitors prices
* • encourage the exit of marginal firms from the industry
* • survival
* • avoid government investigation or intervention
* • obtain or maintain the loyalty and enthusiasm of distributors and other sales personnel
* • enhance the image of the firm, brand or product
* • be perceived as “fair” by customers and potential customers
* • create interest and excitement about a product
* • discourage competitors from cutting prices
* • use price to make the product “visible"
* • help prepare for the sale of the business
* • social, ethical, or ideological objectives
* • company growth
* • maintain price leadership
* • desensitize customers to price
* • discourage new entrants into the industry
* • match competitors prices

***10 Advantages of Franchising .***

**1. Capital**

Franchising, as an alternative form of capital acquisition offers some advantages. The primary reason most entrepreneurs turn to franchising is that it allows them to expand without the risk of debt or the cost of equity. First, since the franchisee provides all the capital required to open and operate a unit, it allows companies to grow using the resources of others. By using other people’s money, the franchisor can grow largely unfettered by debt.

**2. Motivated Management**

Another stumbling block facing many entrepreneurs wanting to expand is finding and retaining good unit managers. All too often, a business owner spends months looking for and training a new manager, only to see them leave or, worse yet get hired away by a competitor. And hired managers are only employees who may or may not have a genuine commitment to their jobs, which makes supervising their work from a distance a challenge.

**3. Speed of Growth**

The problem is that opening a single unit takes time. For some entrepreneurs, franchising may be the only way to ensure that they capture a market leadership position before competitors encroach on their space, because the franchisee performs most of these tasks. Franchising not only allows the franchisor financial leverage, but also allows it to leverage human resources as well

**4. Staffing Leverage**

Franchising allows franchisors to function effectively with a much leaner organization. Since franchisees will assume many of the responsibilities otherwise shouldered by the corporate home office, franchisors can leverage these efforts to reduce overall staffing.

**5. Ease of Supervision**

From a managerial point of view, franchising provides other advantages as well. For one, the franchisor is not responsible for the day to day management of the individual franchise units. At a micro level, this means that if a shift leader or crew member calls in sick in the middle of the night, they're calling your franchisee not you to let them know.

**6. Improved Valuations**

The combination of faster growth, increased profitability, and increased organizational leverage helps account for the fact that franchisors are often valued at a higher multiple than other businesses. So when it comes time to sell your business, the fact that a successful franchisor that has established a scalable growth model could certainly be an advantage.

**7. Reduced Risk**

By its very nature, franchising also reduces risk for the franchisor. Unless you choose to structure it differently , the franchisee has all the responsibility for the investment in the franchise operation, paying for any build-out, purchasing any inventory, hiring any employees, and taking responsibility for any working capital needed to establish the business.

***11 REASONS FOR GROWTH OF SERVICES:***

▪

▪

▪

▪

▪

**Demography:**

The study of population reveuls in the increase of world population high birth rate as given scope for childe care education etc.,

The baby boom generation began entering into the late 80’s the target for a varity of services fast food entertainment etc., the movement of population from rular to the hurban are as need for infrastruters and services.

**Economic:**

The growth of corporate sector and stock market is usually an indicutor of growth of an economy with an over all liberalization resource mobilicention through capital market has reched hights. The growth of large firms as brought gruter dependence on special sevice providers like marketing research and advertising agency.

**Political and legal:**

Deregbarization as opened many service industries [airlines, banking] to more intesecompetioning generating grater innervations an expansion.

At the same time many countries continue the straengthen consumer protection law to improve public secumity and product the environment.

**Social:**

The increasing in single person house hold, smaller families and working women more income more time for travel and entertainment and also need for child care services.

Changing life style of the masses due to cultural exchange and communication network as resulted in continues services.

**Technological:**

Recent developments in compuer science and information technology have brought various technology like telecommunication entertainment and data transmission.

The infludes of internet as resulted in increasing mobility of many service industries like travel, banking, education, financial services, insurance etc.,.

*12 intermediaries of services firm:*

1. Service intermediaries co-produce the service and make the service available to customers at a place and time of their choice, thus fulfilling the promises made by the service firms to customers.

2. The Franchisee uses the process developed by the service principal and renders satisfying service to customers.

3. Service intermediaries also make service locally available**.**

4. Intermediaries act as multiple service principals. Intermediaries such as travel agents and insurance agents provide retailing function to customers.

5. In many financial or professional services, intermediaries build a relationship based on trust which is essential in a complex service offering.

6. Services are intangibles and perishables and inventories do not exist. Therefore, service distribution focuses on identifying ways to bring the customer and principal together. Service intermediaries such as franchisees agents, brokers, etc., act as a connecting link between the service firm and customers.

7. Service intermediaries deliver services according to the specifications of the principals.

8. Service intermediaries are in direct contact with the customers. So, they are in a position to determine the way customers perceive the quality of the service.

9. Service intermediaries advise the customers on the choice of the service which satisfies their needs.

10. Intermediaries provide after sales support to the customers. For example, an insurance agent guides the policy holder in making a claim and goes through the procedural formalities in connection with that claim.

***13 characteristics of service:***

✓

✓

✓

✓

✓

✓

**Intangibility of service:**

Services are essentially intangible. It is impossible for customer to see, fed, taste, hear or small services.

The companies promotional program, while selling or promoting the sale of a service to concentrate entairely on the benefits from the service.

Perish ability of service:

Services cannot be store an used electric power, empty room in lodges represent business that is lost for ever.

A service not used today is lost forever. It cannot be store or carried forward. So the service provider try to maintain a constant demand for their services.

**Inseperability:**

Generally physical product are first manufacture and then put into inventory distributed through multiple resellers and consumed later. But this is not true of services.

Typically services are produced and consumed simultaneously.

**Heterogeneity [variability]:**

It is not Possible to standardize the quality of service offered by the competing firms ever the quality of the output of service sold by one provider is not uniform. Each unit of service is different from oter units of the same service provider.

**Ownership:**

The important feature of service is that ownership cannot be transferd. The service and consumer consumes it. but he cannot non the service provided to him.

**Absence of quantitative measurement:**

Service are intangibles they do not permit quantitative measurement. In fact quality measurement is highly difficult.

***14 Classification of nature of service:***

**Nature of the service act:**

This classification of services based on the act consist of tangible and intangible actios. Tangible action directed at people relate to health care beanty saloons and restuarement**.**

**Type of relationship that the service oraganisation has with its customers:**

Service may be classified on the basis of relationship between the service provider and customer. Such relationship may be formal or informal. That continuoes delivery of service when there is a formal relationship between the service provider and customer. [insurance, telephone, bank]

**Scope of customization and judgement on the part of the service provider:**

Both creation of service as well as consumption of service take place simuncsely service or creater they are consumed. This character is called inseperability of service where services are typically produce and consume at the same time with customer participation in the process.

**Nature of demand and supply for the service:**

Service as a perisability. Service cannot be store as soap, tooth paste etc., can be store. But service firms cannot develop an inrentory.

Method of service delivery:

Customer convenient is a key consideration and the service provider explores the ways achieve it. when services of a firm or available at multiple sites it will be highly convenient to customer.

***15 Service Blueprinting:***

**1. Find support**

Level-set and educate on service blueprinting. First, pull together a crossdisciplinary team that has responsibility for a portion of the service and establish stakeholder support for the blueprinting initiative. Support can come from a manager, executives, or clients.

**2. Define the goal:**

Choose a scope and focus. Identify one scenario and its corresponding customer. Decide how granular the blueprint will be, as well as which direct business goal it will address. While an as-is blueprint gives insight into an existing service, a to be blueprint gives you the opportunity to explore future services that do not currently exist.

**3. Gather research:**

Unlike customer-journey mapping where a lot of external research is required, service blueprinting is comprised of primarily internal research.

A. Gather customer research.

Begin by gathering research that informs a baseline of customer actions or, in other words, the steps and interactions that customers perform while interacting with a service to reach a particular goal.

B. Gather internal research.

Choose a minimum of two research methods that put you in direct line of observation with employees. Employee interviews

* • Direct observation
* • Contextual inquiry
* • Diary studies

**4. Map the blueprint:**

A. Set up

If all workshop participants are in the same physical location, set up by hanging three oversized sticky notes on the wall side by side. Each member should have a pad of post its. The result of the workshop will be a low-fidelity version of an initial blueprint

B. Map customer actions.

In a service blueprint, customer actions are depicted in sequence, from start to finish. A customer-journey map is an ideal starting point for this step.

5. Refine and distribute:

A good way to implement this step is to have another workshop with your core team. Having built context and common ground throughout your mapping process, bring them back together and evolve the blueprint into a high fidelity format.

***16 Distribution Channel:***

A distribution channel also called a marketing channel is the path or route decided by the company to deliver its good or service to the customers. The route can be as short as a direct interaction between the company and the customer or can include several interconnected intermediaries like wholesalers, distributors, retailers, etc.

**Functions of Distribution Channels**

In order to understand the importance of distribution channels, you need to understand that it doesn’t just bridge the gap between the producer of a product and its user.

▪Distribution channels provide time, place, and ownership utility. They make the product available when, where, and in which quantities the customer wants. But other than these transactional functions, marketing channels are also responsible to carry out the following functions:

▪Marketing channels are responsible for assembly, storage, sorting, and transportation of goods from manufacturers to customers.

▪Channels of distribution even provide pre-sale and post-purchase services like financing, maintenance, information dissemination and channel coordination.

▪This is done in two ways: bulk breaking *and* creating assortments. Wholesalers and retailers purchase large quantities of goods from manufacturers but break the bulk by

selling few at a time to many other channels or customers. They also offer different types of products at a single place which is a huge benefit to customers as they don’t have to visit different retailers for different product.

▪Since most of the channels buy the products beforehand, they also share the risk with the manufacturers and do everything possible to sell it.

.

**Types of Distribution Channels**

Channels of distribution can be divided into the direct channel and the indirect channels. Indirect channels can further be divided into one level, two level, and three level channels based on the number of intermediaries between manufacturers and customers.

**Direct Channel or Zero-level Channel (Manufacturer to Customer)**

Direct selling is one of the oldest forms of selling products. It doesn’t involve the inclusion of an intermediary and the manufacturer gets in direct contact with the customer at the point of sale. Some examples of direct channels are peddling, brand retail stores, taking orders on the company’s website, etc. Direct channels are usually used by manufacturers selling perishable goods, expensive goods, and whose target audience is geographically concentrated. For example, bakers, jewellers, etc.

**Indirect Channels (Selling Through Intermediaries)**

When a manufacturer involves a middleman/intermediary to sell its product to the end customer, it is said to be using an indirect channel. Indirect channels can be classified into three types:

▪**One-level Channel (Manufacturer to Retailer to Customer):** Retailers buy the product from the manufacturer and then sell it to the customers. One level channel of distribution works best for manufacturers dealing in shopping goods like clothes, shoes, furniture, toys, etc.

▪**Two-Level Channel (Manufacturer to Wholesaler to Retailer to Customer):** Wholesalers buy the bulk from the manufacturers, breaks it down into small packages and sells them to retailers who eventually sell it to the end customers. Goods which are durable, standardised and somewhat inexpensive and whose target audience isn’t limited to a confined area use two-level channel of distribution.

▪**Three-Level Channel (Manufacturer to Agent to Wholesaler to Retailer to Customer):** Three level channel of distribution involves an agent besides the wholesaler and retailer who assists in selling goods. These agents come handy when goods need to move quickly into the market soon after the order is placed.

***17 New service development:***

New product development is the most important component of product management. A growth oriented firm always looks beyond its existing product or services. In marketing innovation is the assent of all growth in the age of scientific and technological advancement, changes a natural

phenomenon. The business firm must respond to this dynamic requirement and offer new services. A part from the technological change new service becomes necessary under the following circumstances.

When its current services reach a the maturity/saturation stage.

In order to untie the shone capacity. An opporty in the firm of unmeant needs of the customer. In order to retain customer the firm may be forced to introduce new services to its current customer.

***Tools public relations:***

***1. Press Releases:***

The press release is the basic building block of a publicity programme concerned with story placement. This is where the important information about the product or services is summarized in a way that will catch the media’s attention. Just as the marketer would customize the advertising message for each target, he needs to customize press releases for the various media he contacts.

***2. Fact Sheets:***

A press release should be written so it can be used without any editing. That means all the relevant information must be included. There may be additional important information that doesn’t really fit into the press release. That’s where the fact sheet comes in. Fact sheets include more detailed information on the product, its origins, and its particular features.

***3. Press Kits:***

The press kit pulls together all the press releases, fact sheets and accompanying photographs about the product into one neat package. A comprehensive folder can serve as an attention-getter and keep the provided materials organized.

***4. Video News Releases:***

The video news release is the video equivalent of a press release. Prepared for use by television stations, the typical video news release runs about 90 seconds and can be used to highlight some important features of the product. These are called infomercials.

***5. Employee/Member Relation Programmed:***

An organization’s employees are an extremely important internal public. Corporate public relation people often spend a great deal of time in developing employee communication programmer, including regular newsletter, informational bulletin boards and internet postings. In service organizations these kinds of activities can be used to support brand communication efforts.

***6.Community relations programme:***

It is critical that companies maintain the role of good community citizens within the markets where they have offices and manufacturing facilities. Many companies actively encourage their education activities.

***7.Finacial relations programme:***

Most of the brand marketing organization are puvblicly held companies. Financial relations have become a key aspect of public relations activity. Downturns in company earnings quickly lead to decline in stock process, leading to the exit of top executives.

***8. Events:***

Companies can draw attention to new products or other company activities by arranging special events like news conferences, seminars, exhibits, contests, anniversaries, sponsorship in sports and cultural events.

***9. publications:***

Companies rely on extensively on published materials to reach and influence their target markets. These include annual repots, brochures, articles, magazines etc.

***10 marks***

***1.Signification of services marketing:***

▪

▪

▪

▪

▪

***Generation of employment opportunities:***

The components of the service sectors are wide are varied. For example the service sectors includes personals care services, education, communication, tourism, hospitality, banking, transport and consultancy services, etc.,

The organization and systemil development of the service sector would create enormous employment opportunities.

The service sector is most important instrumental to the development of ecomony.

Optimum utilization of resources:

India is the bestowed with rich resources. Particularly that human resources available in India farour the growth of the service sector. India is the rich in human resources, service sector can generate the employment opportunities and development of our economy.

Service from such as personal care, entertainment, tourism services or contribute to the growth of economy without consuming any natural resources.

**Capital formation:**

There are indication that services will grow more rapidly in the future. Economic, social and political factors, signal and expansion of the service sector. Investment encourage the capital formation. With increased capital formation activities, the pair capital income increases performance of profitable higher investments or utilized.

**Increased standard of living:**

The standard of living of the people in any country would be decided on the basis of quality and standard of products consumed or service availed in the date to day living.

When compare with developed countries, the standard of living in India is for from satisfactory. The development of service industry is sure to promote the standard of living of the people.

**Use of environment friendly technology:**

Now a days almost all services are found technology driven developed countries of making full use of latest technology while rendering services.

**Ex:**

Bank, Insurance, Tourism. On the contrary technologies used in manufacturing organization may have harmful effects on the environment.

***2. Classification of service:***

➢

➢Type of relationship that the service organization has with this customer.

➢Scope of customarisation and judgment on the part of the service provider.

➢

➢

**Christopher lovelook.**

**Nature of the service act:**

This classification of services based on the act consist of tangible and intangible actios. Tangible action directed at people relate to health care beanty saloons and restuarement**.**

**Type of relationship that the service oraganisation has with its customers:**

Service may be classified on the basis of relationship between the service provider and customer. Such relationship may be formal or informal. That continuoes delivery of service when there is a formal relationship between the service provider and customer. [insurance, telephone, bank]

**Scope of customization and judgement on the part of the service provider:**

Both creation of service as well as consumption of service take place simuncsely service or creater they are consumed. This character is called inseperability of service where services are typically produce and consume at the same time with customer participation in the process.

**Nature of demand and supply for the service:**

Service as a perisability. Service cannot be store as soap, tooth paste etc., can be store. But service firms cannot develop an inrentory.

Method of service delivery:

Customer convenient is a key consideration and the service provider explores the ways achieve it. when services of a firm or

available at multiple sites it will be highly convenient to customer.

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❖

❖Business professional and personal service.

❖

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-Adrine Payne.

***3.Service marketing mix:***

**Product**

In the case of services, the “product” is intangible, heterogeneous and perishable. Moreover, its production and consumption are inseparable. Hence, there is scope for customizing the offering as per customer requirements, and the actual customer encounter therefore assumes particular significance.

**Pricing**

Pricing of services is tougher than pricing of goods. While the latter can be priced easily by taking into account the raw material costs, in the case of services there are attendant costssuch as labor and overhead coststhat also need to be factored in.

**Place**

Since service delivery is concurrent with its production and cannot be stored or transported, the location of the service product assumes importance. Service providers have to give special thought as to where the service is provided. A fine dining restaurant is better located in a busy, upscale market as opposed to the outskirts of a city.

**Promotion**

Since a service offering can be easily replicated, promotion becomes crucial in differentiating a service offering in the mind of the consumer. Service providers offering identical services such as airlines or banks and insurance companies invest heavily in advertising their services..

**People**

People are a defining factor in a service delivery process, since a service is inseparable from the person providing it. A restaurant is known as much for its food as for the service provided by its staff. The same is true of banks and department stores

**Process**

The process of service delivery is crucial since it ensures that the same standard of service is repeatedly delivered to the customers. Most companies have a service blue print which provides the details of the service delivery process, often going down to even defining the service script and the greeting phrases to be used by the service staff.

**Physical Evidence**

Since services are intangible in nature, most service providers strive to incorporate certain tangible elements into their offering to enhance customer experience. Many hair salons have well designed waiting areas, often with magazines and plush sofas for patrons to read and relax while they await their turn.

***4.Service life cycle:***

The product /service life cycle portrays distinct stages in the sales listery of a product/services.

**Introduction:**

In this stage as a new service is launched in a target market its usage rate will be low. The low revence with high production cost result in negligible profit.

**Growth:**

The growth stage is marketed by rapit increase in sales. Consumer see he benefits in using the service. It is easy for compatiter to infact as the dervice offered can not battened.

**Maturity:**

As the rate of growth slows down the product service enter the maturity stage. In the sales are still increasing but a decreasing rate.

**Decline:**

With technological advancement and changing type of consumer the usage rate of the service. Some firms withdraw from the current service and switch over to better venture.

***5.New service development:***

New product development is the most important component of product management. A growth oriented firm always looks beyond its existing product or services. In marketing innovation is the assent of all growth in the age of scientific and technological advancement, changes a natural phenomenon. The business firm must respond to this dynamic requirement and offer new services. A part from the technological change new service becomes necessary under the following circumstances.

When its current services reach a the maturity/saturation stage.

In order to untie the shone capacity. An opporty in the firm of unmeant needs of the customer. In order to retain customer the firm may be forced to introduce new services to its current customer.

***6.methods of pricing:***

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**Competition based pricing:**

The competition based pricing as classified in three types,

Premium pricing

Discount pricing

Parity pricing

Premium pricing means pricing above the level a departed, by the competition. Discount pricing means pricing below such level. Parity pricing or on going rate pricing involves changing the must prevalent pricing in the market. Parity pricing is marching the price of competitor.

**Discount based pricing:**

Under this method, the services provider does not consider cost of the services rendered by him. He allow the demand for the service to determine the price of services.

**1. “What the traffic can bear” pricing.**

**2. Skimming pricing.**

**3. Penetration pricing.**

**1.What the traffic can bear pricing:**

Under this method the seller charges the maximum price that the customer are willing to pay for the product or services given circumstances.

**2.Skimming pricing:**

Skimming pricing is the strategy for new product are services. It aims at high price and high profit in the yearly stage of marketing the product.

Initially the price is high and later the price is reduced gradually when other competitor enter in the market.

**3.Penetration pricing:**

Penetration pricing help the marketer sell a large volume at resample price before competitors enter the market. It is the opposite of skimming pricing. This den by low price in induct stages. Later the demand should be have due to the low prices, sales volume goes up in the market and price can be increased.

**Cost based pricing:**

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**Markup pricing:**

This method is generally follow by meddle man such as whole seller, retailer, etc. The retailer add a certain percentage to the price of manufacture to arrive at the retail price. Markup pricing is the selling price of the product it is fixed by adding a margine to cost price.

**Target rate of written pricing:**

Under the target rate of written pricing method the cost of manufacturing, selling and admisation cost of are absorved on a per unit basic. The rate of return is linked to the level of production and sales assumed.

**Marginal cost pricing:**

Marginal cost pricing aims at maximize the contaiput to works fixed cost. Marginal cost pricing realizes the all the direct variable cost of services and poison of a fixed cost.

**Absorption cost pricing:**

This is the full lost pricing method which is dependent upon the estimated unit cost of the services at the normal level of production and sales. Under this method variable and fixed cost involved in manufacting, selling and admisation cost.

7. factors affecting pricing decision:

Internal factors:

• Organizational policies.

• Service differentiation.

• Service cost.

• Market mix.

**External factors:**

• Demand .

• Competition.

• Government controls.

**Internal factors:**

**Organization policies:**

It provides kindliness for decision marking. The pricing policies differ from one organization to another. A firm prepare a particular public image through pricing policies. Pricing policies are the internal factors that influence the pricing.

Pricing strategy reflect the overall objective the organization.

**Service differentiation:**

Service are intangible in nature, when service are uniform nature, the service provider intend to differtiate is services from other competitor. Pricing is used for service differentiation.

**Service cost:**

Service marketers need to under stand the cost of provider services.

They should identify fixed and variable cost involved in provision of service. Fixed cost are those which don’t

very with the level of output. Variable cost very according to the quantity of service provided.

**Marketing mix:**

Marketing mix is the communication of different sub mixes of the marketing mix. It infuse place, price, product, promotion, product, process, physical evidence. The price of the service depends upon the channel. The service provided may be the main provided, an agent or subagent.

External factors:

**Demand:**

Market should be segmented on the basis of

a. Different group of users.

b. Different points of consumption.

c. Different time of production.

a. Different group of users:

The services provider may charge discriminatory pricing for the services offered by him.

Ex: The sports club may change consecution price for senior citizen and high price from others.

b. Different point of consumption:

The price change for the vary across different points of consumption.

**EX:**

The price change by the head office is lower that changed by the branches.

c. Different type of products:

Service are perishable in sense that they can’t be store. In other words stocks can’t be built up meet any week in demand.

**Competition:**

A stiff competition prevails in the service marketing. Competition exist among the service provided how offered servicer.

**Ex:**

Banking sector service such as money transfer and personal online payment are offered at varying prices.

**Government control:**

Some service organizations are subject to government control. Health care, electricity, water supply services are some of the organization which are controlled by the government. The price policy of this organization is formed within in the guidelines by the government.

***8.Service location:***

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❖Infatuate facility.

❖

**Nature of services:**

Services are perforation or actions than objects. They cannot be vision, tasted.

Ex: help care services includes such as diagnose, examination, treatment and surety. Such an element on intangibility.

**Nature of interaction:**

The important of location of a services depend upon the type and degree interaction invalid. There are three types of interaction between the customer and service provided.

• The customer goes to the service provided.

• The service provided goes to the customer.

• The service provided and the customer traction at arms length.

In same cases services must be provider the at the customer predator.

**Nature of customer demand:**

A customer need and viands gritty influence on service distribution. Who a were they depart a month the customer.

Some customer vesting a super market to purchase, why others choose an offered home delivery.

**Competitive position:**

The service provided should make the services as able and available to all target market the service provide should provided service in different location which will help them give a combative age.

**Geographic location:**

Many service provided choose a location which offers chief labor natural resources. But in case of tourist place, holiday resects and hill stat iris there is no seep of choice of location. perforation of this service depend on geographic location.

**Technological advancement:**

Now the days profermise or services involved increase in level of automation. Tele banking, interest banking and ATM are the best example for this.

Customer have to inset a cheque leaf into slot and the missions imaging system will transmit the image to present bank are directly to the darree bank and the transaction will be instantly.

**Depends on other service:**

Incase on certain services there is ration location, and extreme case of infelicity the services take to be location on one location.

**Infrastructural facilities:**

Extension of adequate infrastructural facility is necessary for performance of certain service.

This is the reason why banking and insurance company located by at centre with highly depend, transport and communication facility.

**Target marketing decision:**

In order to gain competitive advised service should be more specific to the target marketing. The services market should make the services issuable to all segment in the market. The location of primers should be close up to the target customer.

***9.Effective selling:***

**1.Prospecting**

Before you can sell anything, you need someone to sell to. That’s why you should start with lead generation, also known as prospecting. This step involves creating a list of potential leads and conducting preliminary research to find out their contact information.

2.Connecting

Every cold email or phone call is the start of a new relationship with a potential client. This step is your only chance to make a good first impression, which is critical if you want the chance to demonstrate the benefits of your product or service. So, how can you make sure you’re making a great impression? Be as relevant and personable as possible

**3.Qualifying**

During your initial phone call or early in your email conversation, it’s important to ask qualifying questions. After all, you want to make sure you’re pitching to the right person , ask about their needs, and assess their pain points.

4.Demonstrating Value

The more you can personalize the demo to fit the prospect’s immediate needs, the better you will be able to sell them on the benefits. Frame the product as a solution to a problem facing the prospect or their business and help them understand what they will miss out on if they do not buy.

**5.Addressing Objections**

Even after you deliver a killer sales pitch, your prospect will likely have a few things they need cleared up before committing to a purchase. But that’s not a bad thing! Listening to your prospect’s sales objections gives you an opportunity to understand their perspective and reframe your sales pitch accordingly.

**6.Closing the Deal**

Now that you’ve addressed the prospect’s main concerns, the finish line is in sight! You’re almost ready to ask them to sign on the dotted line. But first, you must create a proposal, negotiate the details, and get buy-in from decision-makers on both sides.

**7.On boarding**

The sales team role does not end after closing the deal. Depending on the size of your company, it often beneficial if the same sales rep who landed the deal continues to work with the customer during on boarding. This creates a sense of continuity and builds on their already developed relationship. On boarding can include delivering the product, getting the client set up with your solution, and providing any necessary support.

8.Following Up

The final and often overlooked stage is following up. One of the biggest mistakes salespeople make is not following up enough. Nurturing a new customer involves supporting them after the sale, answering questions, and keeping them happy with their purchase. Stay in contact, maintain open lines of communication, and look for opportunities to up sell or cross-sell certain solutions. After the product is delivered or the customer has been using it for a while, follow-up to find out if they are still satisfied

with their experience. This is also the perfect opportunity to ask for referrals.

***10.Effective Communication:***

Clarity and Completeness:

In order to communicate effectively, it is very essential to know the ‘audience’ for whom the message is meant. The message to be conveyed must be absolutely clear in the mind of the communicator because if you do not understand an idea, you can never express it to someone.

Proper Language:

To avoid semantic barriers, the message should be expressed in simple, brief and clear language. The words or symbols selected for conveying the message must be appropriate to the reference and understanding of the receiver.

***Sound organization structure:***

To make communication effective, the organizational structure must be sound and appropriate to the needs of the organization. Attempt must be made to shorten the distances to be travelled for conveying information.

**Orientation of employees:**

The employees should be oriented to understand the objectives, rules, policies, authority relationship and operations

of enterprise. It will help to understand each other, minimize conflicts distortion of messages.

**Emphatic listening and avoid premature evaluation:**

To communicate effectively, one should be a good listener. Superiors should develop the habit of patient listening and avoid premature evaluation of communication from their subordinates. This will encourage free flow of upward communication.

**Motivation and mutual confidence:**

He message to be communicated should be so designed as to motivate the receiver to influence his behavior to take the desired action. A sense of mutual trust and confidence must be generated to promote free flow of information.

**Consistent behavior:**

To avoid credibility gap. Management must ensure that their actions and deeds are in accordance with their communication.

**Use of grapevine:**

Grapevine or the informal channels of communication help to improve managerial decisions and make communication more effective, thus, formal channels of communication must be supplemented with the use of grapevine.

**Feedback:**

Communication is not complete unless the response or reaction of the receiver of the message is obtained by the communication. The effectiveness of communication can be encouraged and analyzed.

**Gestures and tone:**

**T**he way say something is also very important along with the message for gestures such as a twinkle of an eye, a smile or a handshake, etc., convey sometimes more meaning than even words spoken or written. Thus, one should have appropriate facial expression, tone, gestures and mood, etc, to make communication effective.

***11.Technology in Increasing Service Productivity:***

In addition, the rising trend of remote workers has led to an increased demand for on demand data: data that is accessible at any time, from anywhere. David Klein, Director of Marketing for the timesheet management software Click Time, defines productivity as “the strategic alignment of vision, focus, and technology.” Identifying technology solutions that unlock these attributes and enable true productivity, all while staying under budget, is a goal of all SMBs. Here are some ways today’s technologies help increase the productivity of your business:

**Connect dispersed workforces:**

As in-house staff levels contract and the mobile workforce expands, businesses are making due with

smaller physical office spaces. More and more companies are giving their employees the option to work offsite, allowing them to save money on the overhead required to maintain large workspaces. This option also allows hiring managers to cast a wider net into the talent pool, increasing the odds of finding a well-qualified candidate

**Enable collaboration tools:**

Collaboration is essential to business, but employees don’t have to be in adjoining cubicles to achieve it. With the abundance of free applications like Google’s cloud-based suite of products, staff members working from remote locations can collaborate and share documents easily. Custom cloud solutions offer more robust solutions with greater security for sensitive data.

**Get organized:**

Countless hours can be wasted searching through spreadsheets for information stored in large data sets, some of which are only accessible via desktop. Investing in a database system that allows your staff to easily add and access data pays for itself inefficiencies

**Be reachable:**

Make sure your remote employees are armed with updated mobile devices and the support solutions to keep them connected. A missed call can mean a missed business opportunity.

**Know your pain points:**

Make a careful assessment of your company’s greatest productivity challenges. For example, dealing with slow or obsolete technology or throttled Internet bandwidth can slow down even the most productive employees. Develop a plan to

proactively upgrade hardware and software on a regular basis before it slows you down and breaks the budget.

**Explore virtualization:**

Extend the lifespan of older desktop computers by vitalizing operating systems on offsite servers. Virtualization helps lower hardware maintenance costs and capital expenditures by reducing the frequency of required upgrades, in addition to saving costs on service upkeep. If you already have a virtualized environment, add things such as your phone system to it to save even more and increase business redundancy.

**Trust the experts:**

Instead of attempting to be the jack-of-all-trades around the office, be the master of one: managing your business. All kinds of services and processes can be outsourced, but as a general rule of thumb, anything outside of your scope of expertise or anything that can’t be automated *should* be outsourced. Keep yourself and your employees focused on the job you hired them to do and trust the experts to handle things that are over your head or out of your control.

12.***What is a Design System:***

Design System is a comprehensive guide for project design a collection of rules, principles, constraints and best practices. The core element of Design System is often a Library of UI Components. These UI elements have also their representation implemented in code.

Design Systems are often called the single source of truth for the team involved in product creation. It allows the team to design, develop and maintain the quality of the product.

**The benefits of Design Systems**

* • Consistence:

Thanks to Design System developers are able to implement consistent UI much easier. They can think of the particular page as of the set of components

* • Higher quality:

Consistency makes the impression of higher quality. QA Specialists will easily monitor the implemented design with Design System documentation. Inconsistency should appear rarely.

* • Better Communication with Development Team:

Design System is the single source of truth this means it also contains vocabulary that may be used in the project. When the developer and designer discuss the page, they will use the same names of the components. Thanks to this you will not talk about “this small purple button,” but the “Secondary one.” Many mistakes where done because misunderstanding, Design System allows you to speak in the same naming convention.

* • Faster Design Process:

You have already built or purchased the Library of UI controls needed to implement UI. Now you just use them when the new feature requires to create a new page or modify the existing one. Even if you decided to build the UI Library from scratch these tons of hours spent on that task would allow you to create UI for new features quickly.

The first one when you are starting a new project**.** The second, you are working with existing products**.** In both cases the path is similar, but the second one needs some additional steps.

For fresh projects you naturally start to play around some visual samples. This may be some initial UI elements or mockups. Make various concepts and pick the most promising ones. This should be the most creative part of the initial design when you find “this Thing” that makes you and stakeholders feel satisfied start preparing the system from it.

If you already work with existing project you have to make the inventory of all UI elements first. You will probably discover many almost identical UI components with small differences. Gather all components, recognize these similar ones. When you group elements in their categories you will have to decide which one will be unified and which deleted. Simplify and reduce the number of components.

When you will end with a short collection of elements, structure them and group with their purpose. Use reverse

engineering to decompose them with Atomic Design Philosophy in mind.

***13.concept of services:***

✓

✓

✓

✓

**Physical product:**

The various products market by a firm involved the physical transfer of ownership of those product. They are tangible and there quality is standardized.

**Service product:**

A service is an activity or benefits that one party can offered to anther which is essentially intangible in nature. Service involves some interaction with in customer with out transfer of ownership.

**Services environment:**

The potential customer an impression about the service on the basis of services environment. The services environment repression physical back drop that surround the service.

**Services delivery:**

The services delivery is one of the important component of services. Services delivery is of great important to the customer overall perception about the quality of a services.

***14.banking:***

**Product:**

A product is the boned of utilities concise of various product future and account services. Bank service are viewed in terms of the satisfaction they deliver and not just thanked that are created with the value. For instance, a bank account in terms of customer.

The varies deposits, loans and advances, consistence services, international banking, safe depot, credit card etc., are the product sold the by bank.

**Price:**

Pricing in bank relate to the interest rate paid by the bankers on deposits, interest charged by the bankers on loan ad demand charges for various type of transaction and fees for certain services. In India, banks admiration price stage as the deposit and lend rate are price by RBI.

**Promotion:**

All promotion tools sales promotion, advertising, publicity, are all essential in the bank marketing mix. Right from the stage of

introduction of new product, promotion place and important role. The objective of promotion program are to inform about the new product, the customer, to remain to customer, build image bank etc.,.

**Place:**

This marketing tools deals with making the banking services available and access able to the customer. The decision of the place mainly deals with selection of a suitable location for the branch. The location should have adequate acalabetry of transported, communication, electricity and other necessary, facilities for the smooth function of the branch.

**People:**

Banking products cannot be separated form the person who market them. The product and the seller together consuetude the banking product. In designing those product the same degree of care and alternation needs to be paid to both the product and seller.

**Process:**

It implies all active form the product conception stage product designing and development to its marketing at the branch level. In also includes account process for putting through the transited. Banks ere more focused or activity oriented are sifted to customer oriented service delivery.

**physical evidence:**

banking products are intangible and physical evidence focuses the bankers attention on this aspects the environment of bankers is changing stage form austerity and formal setting to a more friendly and alterative layout and detour. Most of the private and foreign banks like global trust, ANZ grind lays portray new welcoming and Fridley look to customer rather drudgery banking center.