

SERVICES MARKETING 7 P'S

SERVICE	Product	Place	Price	Promotion	Phys. Evid	People	Process
① Road ways	Tar road Medians Payments	cities Towns village Forests Toll gates	Materials wages Salaries Surveys	Publicity word of mouth Promotion Public Relationship	Signs Milestones Road rollers Tars	Committees Govt Dept Traffic Police	Digging sawing Repairs Rolling Purchasing
② RAILways	coaches Locomotives Trucks Signals & plat-form Ticket	stations	Trouvel } class } Distance Travelled Luggage.	Advestising publicity Sales } Promotion } word of } mouth } Promotion }	Tracks Fish plates Signals Crossing Stations stalls	Drivers Guards Maintenance Staff Railway Police	Routing Ticketing Track laying Signalling Transporting
③ Postal & Courier	Letters Cards Stamps Savings Scheme Post boxes.	Post office Post Box Collection Centres Door } Receipts }	Distance weight Nationality Speed Size		Letters Packets Parcels Documents	Govt servants Private operators Post men Delivery boys	Enquiries Booking Transportation Delivery Documentation

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CIVIL AVIATION	Aeroplanes Tickets Magazines Sky shopping	Airports	Distance } travelled } Travel } Class } schemes }	Advertising Publicity Sales Promotion word of mouth promotion	Aeroplanes Airports Radars Passenger Cargo	pilots Admn staff Helpers Technician	Ticketing Boarding Transporting Hospitality Bookings
Electricity	Meters Transformers Switch boards Distribution Towers	Houses offices Factories Medical Centres	Industrial Consumption Domestic Consumption	" "	Transmission Towers Grids Transformers Meters Lines	Electricity Board Technicians Admn staff	Resource assimilation Generation Supply Metering Billing
Health Care	Diagnostic equipment Surgical Equipments	Clinic Hospitals Camps	Length of } stay } level of illness Frequency visits	" " "	Hospitals Intensive Care wards medical shop	Doctors Nurses Lab Technicians	physical Examination Testing Medicines

(3)

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TOURISM	Accommodation Five star 4 star 3 star Cottage	Heritage sites Parks Lakes Hill Stations	Distance travelled Entry fee Accommodation Food Drinks	Advertising Publicity Sales Promotion word of mouth promotions	Monuments Historic places Leisure centres Healing locations	Tour operators Gout Travel agents Tourists Guides	Training Guiding Explaining Preserving Documenting
Hotel	Reception Area Room Entertainment Shopping Personal Care	Near Airports Bus stands Stations Ports	Tourist spots Shopping areas place of worship	" " " "	Taxi cards Menu cards Lighting	Reception staff House keeping staff	House Keeping Food Preparation check in
Travel	Luxury Express point to point ordinary Service	Tourist places Business Establishments Personal visits	Kilometre hours flat rate	" " "	vehicles Booking office Taxi fees Brochures	Drivers Maintenance staff PRO'S liaison officers	Booking vehicle purchase Maintenance Marketing
Education	Elementary Education Primary Education Higher Edn	Schools College universities	Facilities Stationery Publishing Faculty	" "	Class Rooms play grounds Books	Faculty Non-teaching staff Lab Technicians	Application Admission Teaching

(5)

Service	Product	Place	Price	Promotion	Physical	People	Process
ADVERTISING AGENCY	Media Campaign Layouts Accounts Videos Audios	Agency office Client's office	Media involved Target audience Time No of persons	Advertising Publicity Sales Promotion word of Mouth Promotion Personal selling	Photographs Brochures Printout Trade Marks Brand Names	Editors Copy writers Creative Thinkers Artists	Account handling Copy writing Layouts Typography Drawings Convincing Applications Verifications Sanctioning Delivering (Inspection) Documenting
Banking	Deposits Seller of Credit- Foreign Currency Consultancy Merchant-Banking Project & Investment Counselling	Branches Branch and off site ATM On line Banking	Interest Commission Dividends Shares Bonds Non Performing Assets (NPA)	" " "	Staff cheque books Currency Receipts Application Forms Counters	Staff Agents Auditors Board of Directors Banking Staff	Convincing Applications Verifications Sanctioning Delivering (Inspection) Documenting

(B)

Service
Entertainment

Product	talent	price	production	Phys Env	People	Process
Cameras	studios	Salary	Advertising	Years	Act	Editing
Filters	Music	wages	publishing	genres	directors	Directing
lights	theaters	segment	sales	length	artists	checkboxes scripting?
Reflections	publishing	award	promotion	studios	audio	scripts
lights	theaters	location	word of mouth	theaters	graphics	music
makers	Rendezvous	shooting period	promotion	Film	designers	production
slaps	theaters	Equipment	personal selling	critic	suppliers	

WEB
MARKETING:

Ceremonial ^{caption}	Service	NO of hours	interest net	E-mail	Suppliers	create content
Mediums	transmitters	NO of days	Posters	Pen up windows	shareholders	Design
web site	center	Schemes	Pamphlets	Beanners	Employees	the look and fee
	Home PC	Design involved	Posters	Spam	work	Programme
	Office PC		Posters	Members	intermediaries	choose a Post
			Posters		Professionals	
			Posters		Community	
			Posters		Media	