

Characteristics of Services

Intangibility	Services that cannot be touched, seen, tasted, heard, or felt in the same manner as goods.
Inseparability	A characteristic of services that allows them to be produced and consumed simultaneously.
Heterogeneity	A characteristic of services that makes them less standardized and uniform than goods.
Perishability	A characteristics of services that prevents them from being stored, warehoused, or inventoried.



CLASSIFICATION OF SERVICES

People

Possession

<p><i>People Processing</i></p> <ul style="list-style-type: none">- Passenger transportation- Health care- Lodging & Restaurant	<p><i>Possession processing</i></p> <ul style="list-style-type: none">- Freight transportation- Repair & maintenance- Retail distribution	Tangible actions
<p><i>Mental stimulus</i></p> <ul style="list-style-type: none">- Advtg. & PR- Education- Entertainment & Arts	<p><i>Information processing</i></p> <ul style="list-style-type: none">- Accounting & Bkg- Insurance & Legal- Software Consulting	Intangible actions