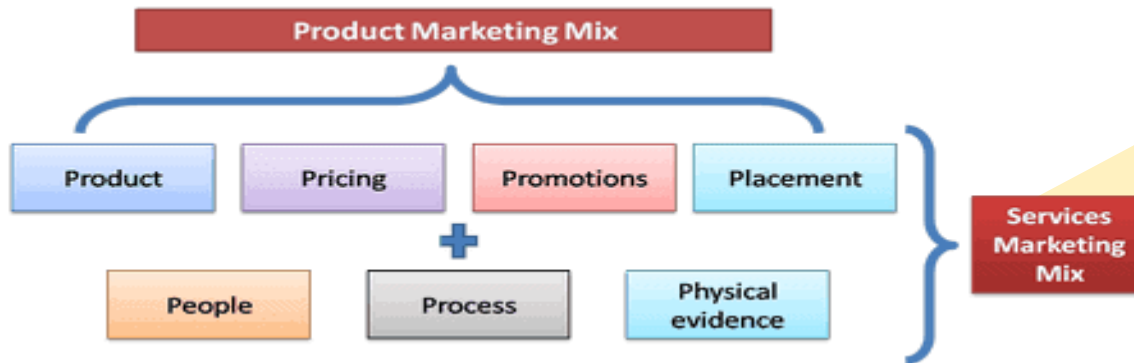




Unit – 2 Service Marketing Opportunities

Expanded Marketing Mix

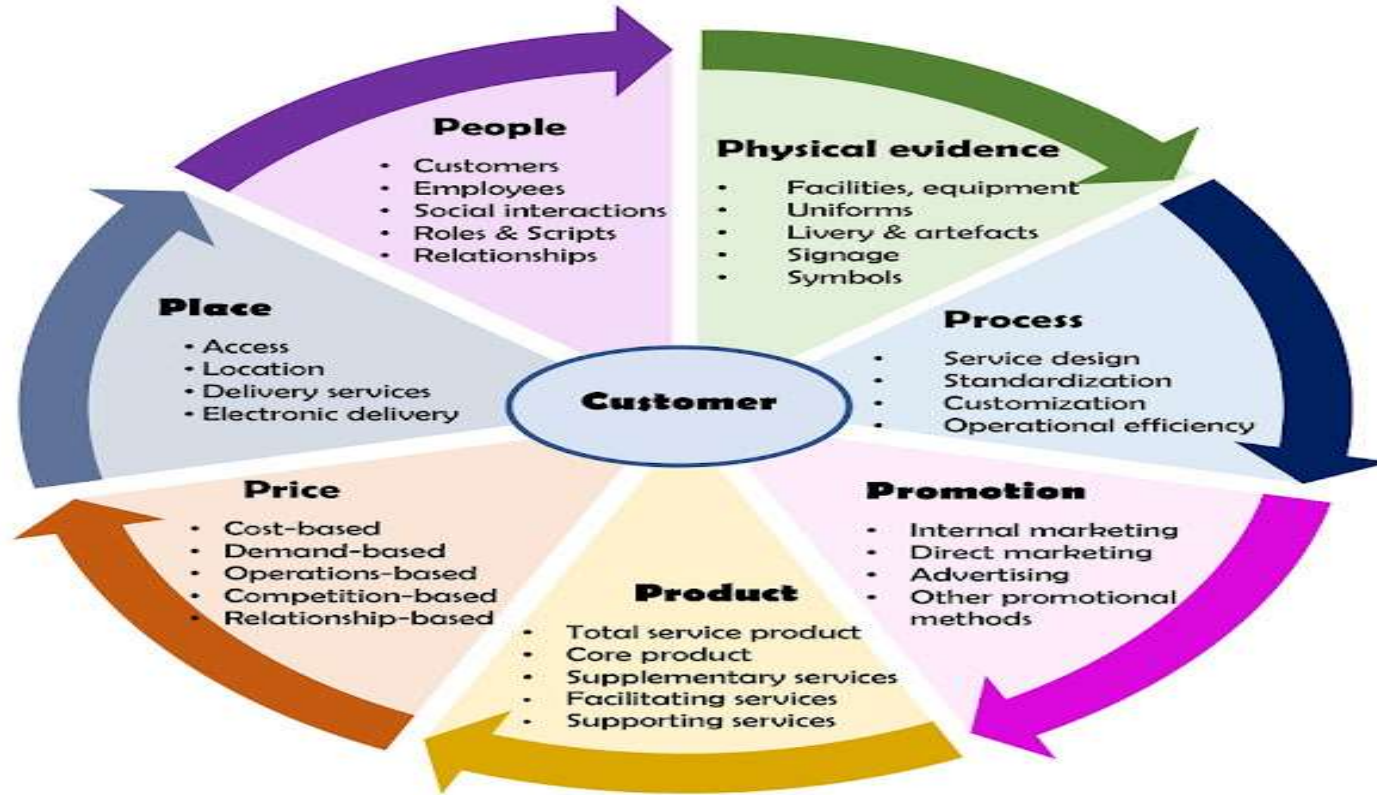
- The essence of every marketing strategy is the marketing mix. For service marketing, due to special and unique features the marketing mix is extended to include physical evidence, process and people. Thus marketing mix of service are





1.PRODUCT

- **Service is an intangible product. It consists of bundle of feature and benefits that has relevance to a specific target market.**
- **Physical goods nature**
- **Accessories**
- **Product line**
- **Branding**
- **Packaging etc.**



The 7 Ps of Services Marketing