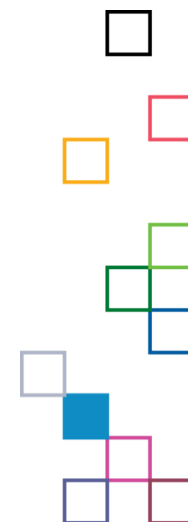




UMCS
WYDZIAŁ EKONOMICZNY

Marketing

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Product brand – sellers advantage

1. The brand can be the basis on which the whole stories can be built about product's special qualities.
2. Seller's brand name and trademark provide legal protection for unique product features that otherwise may be copied by competitors.
3. Brand help seller to segment market.
4. Building and managing brands are the marketer's most important task.

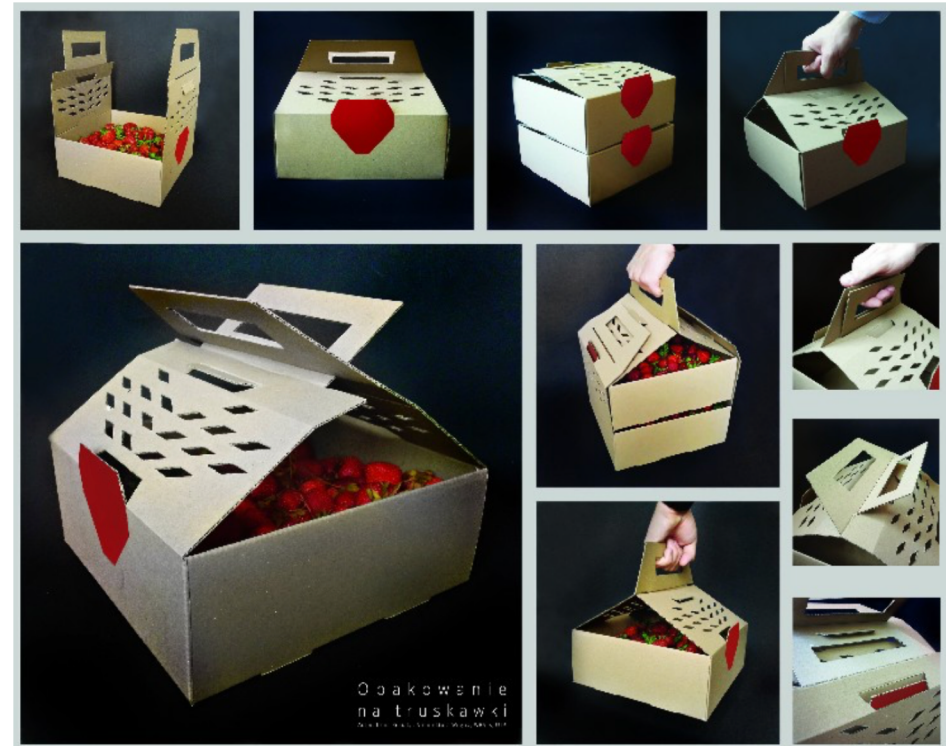


Sellers advantage - various brands of P&G washing powders



Product packing

Packing involves **designing and producing the container or wrapper for a product**. Traditionally the primary function of the package was to hold and protect the product.



Product packing

In recent times, numerous factors have made packing an important marketing tool. Increasing competition and clutter on retail store shelves means that packages must know perform many sales tasks – **attracting attention, describing the product, making the sales.**



Product packing



Product packing

Companies realize power of good packing in creating immediate **consumer recognition of a brand**. The typical shopper passes by some 300 items, and more than **70 percent of all purchase decision are made in stores**. The package itself become an important promotional medium.



How the growing importance of e-commerce will affect product packaging?

Product line

A product line is **the group of products that are closely related** because they **function in a similar manner**, are **sold to the same customer groups**, are marketed through the same **type of outlets**, or fall within given **price ranges**.



Product line – Nestle [for infants and young children]



Product line – Nestle [sweets]



Product line decision

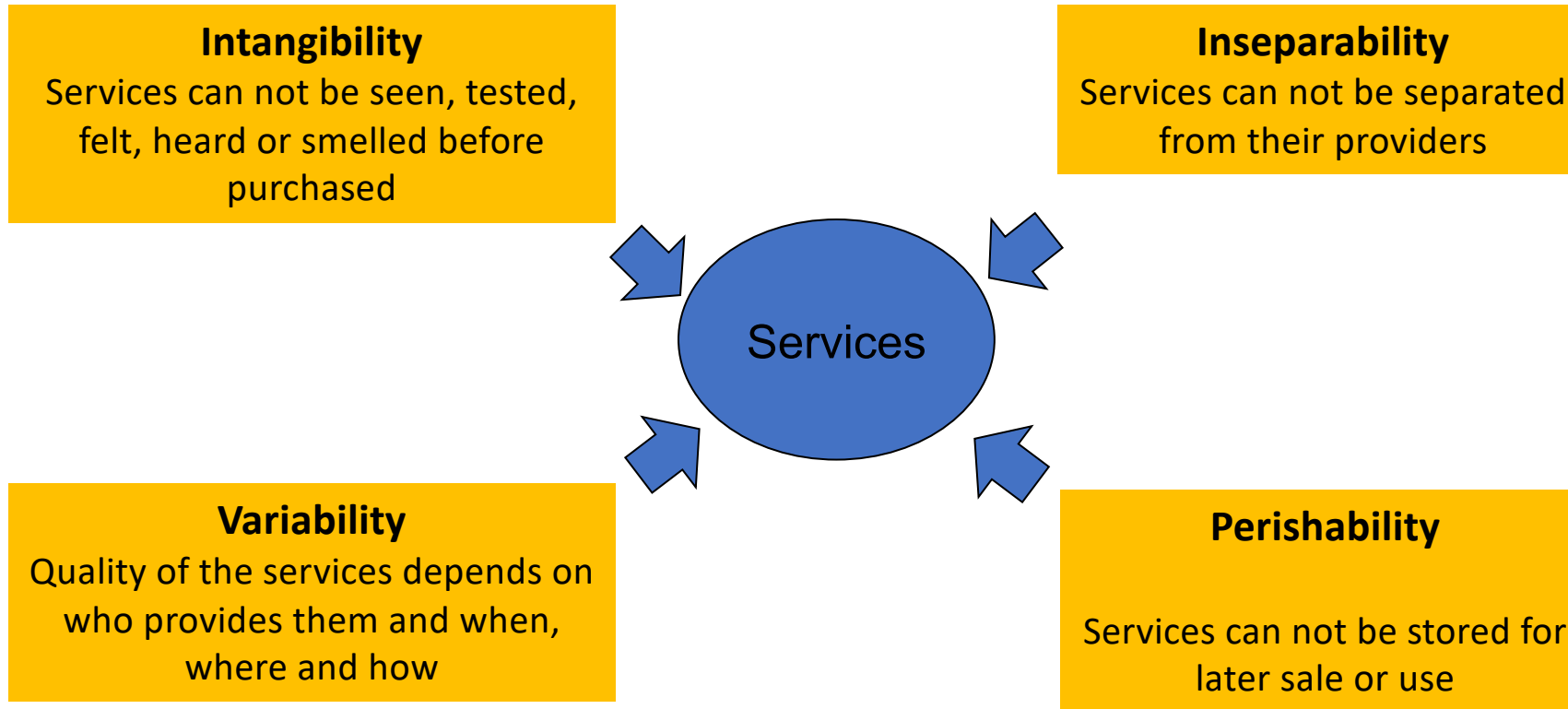
- The major product line decision is product line length – number of items in the product line. The line is too short if the manager can increase profit by adding items; the line is too long if the manager can increase profit by dropping items.
- Company may expand its product line in two ways – by line filling or by line stretching.
- Product line fillings involves adding more items within the present range of the line [the reason – reaching for extra profit, satisfying dealers, using excess capacity, being the leading full-line company, plugging the hole to keep out competitors]
- Product line stretching occurs when the company lengthens its products lines beyond its current range – downward, upward or both ways. Company located at the upper end of the market can stretch their line downward to plug a market hole, stretch their product line upward in order to add prestige to their current offer.



Stretching/filling product line



The nature of services



The nature of services

- **Intangibility** [airline passengers have nothing but a ticket and the promise that their and their luggage will arrive safely to intended destination] – to reduce uncertainty buyers look for signals of service quality. They draw conclusion about quality from the place, people, price, equipment, communication that they can see. The services provider task is to make services tangible in one or more ways and to send the right signals about quality.
- **Inseparability** – services can not be separated from the provider whether the providers are people or machines. If **services employee provides the services, then the services employee becomes a part of a service**. Provider-customer interaction is a special feature of services marketing.



The nature of services

- **Variability** - quality of the services depends on who provides them and when, where and how. **Even a quality of a single employees services varies** according to his/her energy and frame of mind at the time of each customer encounter.
- **Perishability** - services can not be stored for later sale or use. The perishability **is not a problem when demand is steady**. When demand fluctuates services firm often **design a strategies for producing the better match between demand and supply** [hotels charges low prices in the off season to attract more guests].



The services profit chain

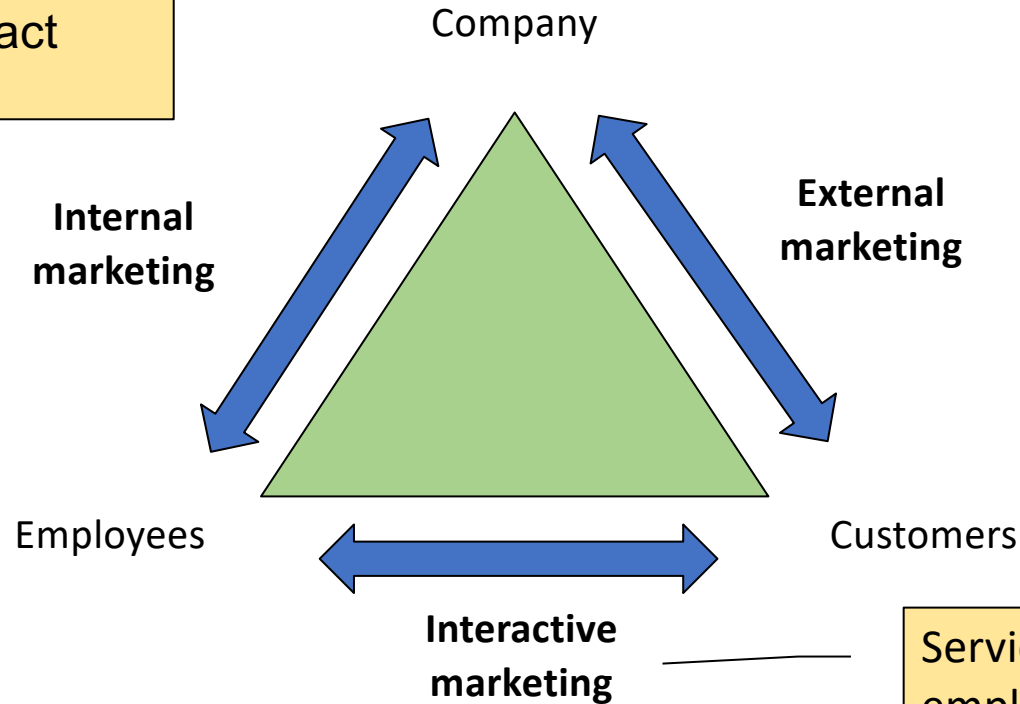
In the services business **consumer and front line services employee interact to create the services**. Effective interactions depends on **skills of front line person** and the support process backing these employees. Services profit chain **links services firm profit with employee and customer satisfaction**. This chain consist five links:

1. internal services quality;
2. satisfied and productive services employee;
3. greater services value;
4. satisfied and loyal customers;
5. healthy services profit and grow.



Three type of services marketing

Services firm must sell the importance of delighting customer to customer—contact employees.



Services firm must help employees to master the art with customers interacting



Internal and interactive marketing

- **Internal marketing** means that the services firm must orient and motivate its customer-contact employees and supporting services people to work as a team to provide customer satisfaction. Everyone in the organization must be customer centred. Internal marketing must precede external marketing.
- **Interactive marketing** means that services quality depends heavily on the quality buyer-seller interactions during the services encounter. In services marketing quality depends on the services deliverer and the quality of delivery.



Differentiation of services

The solution to price competition between services firm is to develop a differentiated **offer, delivery and image**.

1. The offer can include an **innovative features** that set one company's offer apart from competitors' offers.
2. Services companies can differentiate their services delivery by having **more able and reliable customer-contact people**, by developing a **superior physical environment** in which the services product is delivered, or by designing a **superior delivery process**.
3. Differentiating services firms **image through symbols and branding**.





Hotel Marriott offer



Outdoors

- ✓ Outdoor furniture

Pets

Pets are allowed on request. Charges may be applicable.

Activities

- ✓ Aerobics
- ✓ Live sport events (broadcast)
- ✓ Happy hour
- ✓ Bike tours Additional charge
- ✓ Walking tours Additional charge
- ✓ Temporary art galleries
- ✓ Nightclub/DJ
- ✓ Bicycle rental (additional charge)
- ✓ Darts Additional charge
- ✓ Billiards Additional charge
- ✓ Casino

Food & Drink

- ✓ On-site coffee house
- ✓ Chocolate or cookies Additional charge
- ✓ Fruits Additional charge
- ✓ Bottle of water Additional charge
- ✓ Wine/champagne Additional charge
- ✓ Kid meals Additional charge
- ✓ Special diet menus (on request)
- ✓ Snack bar
- ✓ Breakfast in the room
- ✓ Bar
- ✓ Restaurant
- ✓ **Good** coffee!

Internet

WiFi is available in the hotel rooms and costs PLN 39 per 24 hours.

Free! WiFi is available in some hotel rooms and is free of charge.

Parking

Public parking is possible on site (reservation is not needed) and costs PLN 12 per hour.

Public parking is possible on site (reservation is not needed) and costs PLN 220 per day.

- ✓ Accessible parking
- ✓ Parking garage
- ✓ Street parking
- ✓ Secured parking

Transport

- ✓ Airport pick up Additional charge

Pool and wellness

- ✓ Swimming pool
- ✓ Fitness/spa locker rooms
- ✓ Personal trainer
- ✓ Fitness classes
- ✓ Yoga classes
- ✓ Fitness
- ✓ Spa/wellness packages
- ✓ Spa lounge/relaxation area
- ✓ Steam room
- ✓ Spa Facilities
- ✓ Body scrub
- ✓ Body Treatments
- ✓ Pedicure
- ✓ Manicure
- ✓ Beauty Services
- ✓ Pool/beach towels
- ✓ Indoor pool (all year)
- ✓ Hot tub/jacuzzi
- ✓ Massage Additional charge
- ✓ Spa and wellness centre Additional charge
- ✓ Fitness centre
- ✓ Sauna

Reception services

- ✓ Concierge service
- ✓ ATM/cash machine on site
- ✓ Luggage storage
- ✓ Ticket service
- ✓ Tour desk
- ✓ Currency exchange
- ✓ Express check-in/check-out
- ✓ 24-hour front desk

Entertainment and family services

- ✓ Children television networks
- ✓ Board games/puzzles
- ✓ Babysitting/child services Additional charge

Cleaning services

- ✓ Daily housekeeping
- ✓ Trouser press Additional charge
- ✓ Shoeshine Additional charge
- ✓ Ironing service Additional charge
- ✓ Dry cleaning Additional charge
- ✓ Laundry Additional charge

Business facilities

- ✓ Fax/photocopying Additional charge
- ✓ Business centre
- ✓ Meeting/banquet facilities Additional charge

General

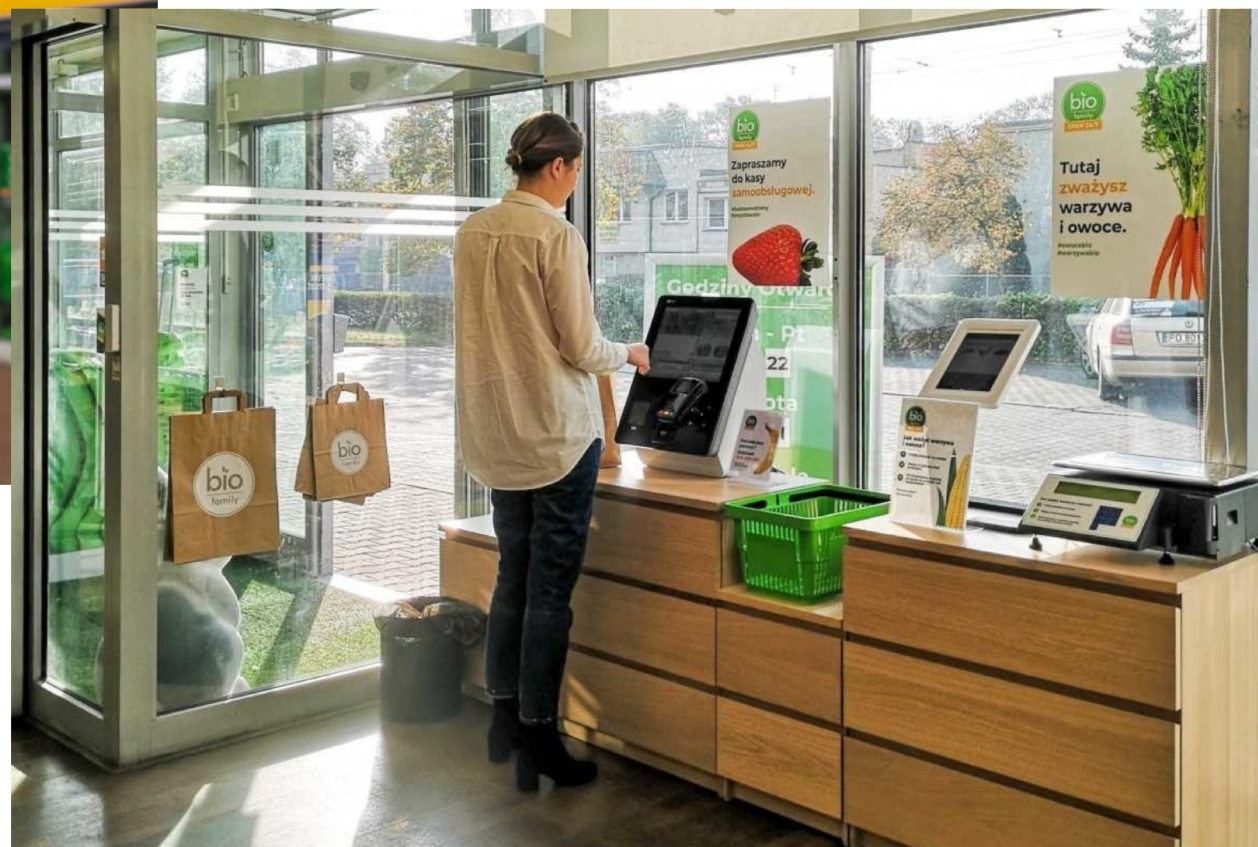
- ✓ Paid WiFi
- ✓ Designated smoking area
- ✓ Air conditioning
- ✓ Non-smoking throughout
- ✓ Shops (on site)
- ✓ Heating
- ✓ Car hire
- ✓ Gift shop
- ✓ Safety deposit box
- ✓ Lift
- ✓ VIP room facilities
- ✓ Barber/beauty shop
- ✓ Facilities for disabled guests
- ✓ Airport shuttle
- ✓ Non-smoking rooms
- ✓ Newspapers
- ✓ Room service

Languages spoken

- ✓ German
- ✓ English
- ✓ Spanish
- ✓ French
- ✓ Italian
- ✓ Polish
- ✓ Russian

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Shop without seller

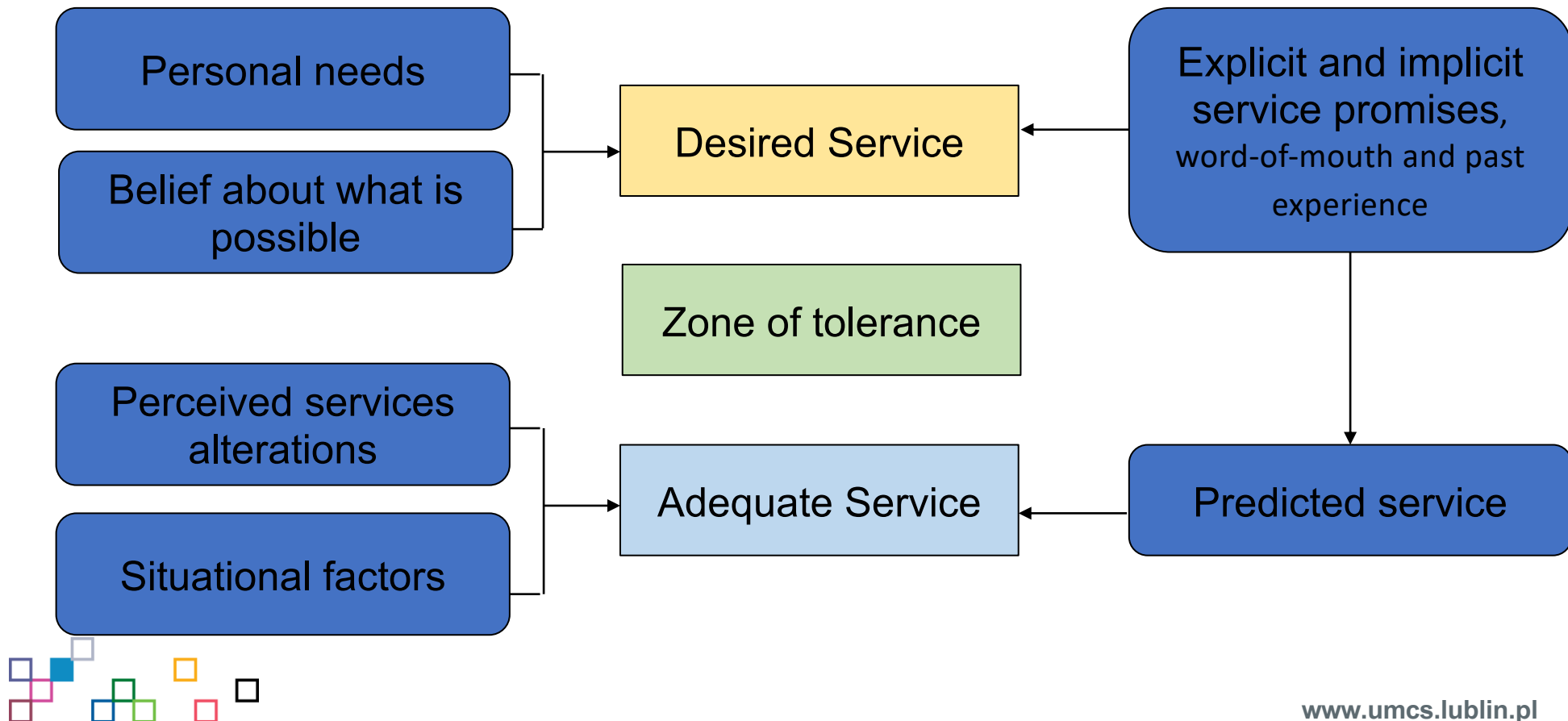


Services quality

- Services quality **is harder to define and judge than product quality**. It is harder to agree on the quality of haircut than on the quality of hairdryer.
- **Customer retention** is one of the best measures of services quality.
- Top services companies **set high services-quality standards**, but as hard as they try even the best companies will have an occasional late delivery or grumpy employee.
- Services quality will always **vary depending on the interactions between employees and customers**.
- Good **services recovery can turn angry customers into loyal ones**.



Services quality – factors influencing customer expectations of services



Services quality – factors influencing customer expectations of services

- **Desired services** – the type of services customer hope to receive „a wished for” level.
- **Adequate service** – the minimum level of service customers will accept without being dissatisfied.
- **Predicted service** – level of service that customer actually anticipate to receive.

Thank you for your attention

