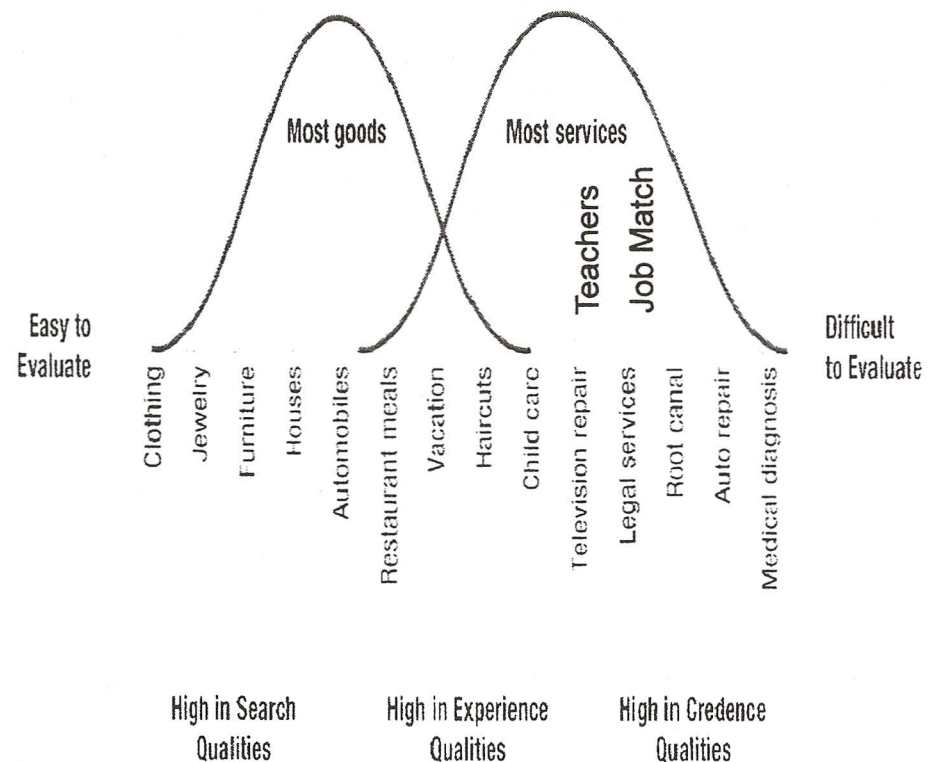


Extra Credit #1

Services are personal and vary in how consumer can evaluate. An example are teachers.

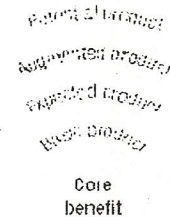
A. Unlike waiters, or hair stylists we can't thank teachers with cash. Explain why gifts from children at this time of year are part of how good service by teachers is recognized. Note the "personal" aspect of service relationships.

B. For your project, finding people a job match is "personal". Explain what your team could do to make it more "personal" in ordering ease, delivery, customization of offering, employee training, customer consulting, etc.



Extra Credit #2

Large Flat Panel TVs use lots of electricity. California just past regulation calling for manufacturers to cut energy used by 50% by 2015. Unfortunately quality of picture in color and high contrast is what uses the most energy.



- A. What would you advise the product development team from a marketing perspective.
- B. Your team listened and created a new product form – a new TV technology that conformed to regulation and cut energy used while maintaining performance. Explain how you would market this product differentiation with the 5Ps.

Product Differentiation and competitive advantage through...

- Performance
- Features
- Style
- Reliability
- Customization

- Product form
- Conformance