Services marketing essay. Structure: Design a new service or redesign an existing service. You are required to use the knowledge you developed on the key aspects of services marketing as discussed in the module. You are also expected to consolidate the range of skills that you possess to search and analyze relevant information to evaluate different aspects of a service's marketing strategy. In doing so, it will be necessary to use the relevant marketing theories as a platform for the evaluation and to build on your critical thinking and creativity skills. There is no single ‘correct’ way to present the plan as it will vary according to the nature of the business in question. However, you could consider the following structure as your reference: Title of new or redesigned service Creating a brand name is preferable A brand logo is preferable Introduction Start with the business challenge Introduce the service organization of your choice Support your justification with facts and figures with relevant references (e.g. industry, company, news sources) is preferable Target market segment(s) & Position in the market: Describe the market segment(s) that you want to target How you want your service to be positioned relative to the competition What type relationship you want to have with your target customers, and how. You should provide justification for why this service idea would be valued by your target and why your service will be able to serve the needs of this group better than competitors. Be sure that you sufficiently investigate competitors that exist. Support your justification with facts and figures with relevant references (e.g. industry, company, news sources) is preferable You could integrate this part with introduction if that could increase readability and enhance logic Proposed marketing mix: Just focus on the most relevant Ps to your service The key components of your service and all of your tactic decisions (the 7 Ps) should then be based on the above analysis of your market segment and positioning. Service delivery process and service recovery strategies: – You should create a thorough service blueprint for your chosen organization and make an explanation of how it will work. If you are redesigning an existing service, you should also include a blueprint of the original service. You are required to relate and apply the service marketing principles such as the service provision process, consumer experience, blueprinting, and service recovery. It is necessary that you should see yourself as a consultant that identifies problems involved in the consumer journey within a service sector and proposes alternatives that improve the consumer service experience. Physical evidence/ Servicescape – What role does the servicescape play in this organization’s services? How might the servicescape be used as a source of competitive advantage by the organization? People: – How to have suitable “people” in your service? How to create an effective and efficient working environment? Promotion: – which communication media is used to attract new consumers and retain loyal customers (e.g., touchpoints)? Other marketing mixes relevant to your (re)designed services? Launch and implementation schedule Just 1-2 sentences to show your plan Aim of this part is to demonstrate the service is realistic and feasible If you could use other sources of information to justify your launch and implementation schedule, this is preferable Conclusion Just 1-2 sentences to summarize your service Discuss the implications of your services to service industry, local economy, targeted consumers, general public, etc. Discuss the limitations of your services and suggestions/recommendations to the future services References: Whenever you incorporate information from any articles or comments published in online or offline publications, you need to provide citation and a list of all cited references. Use the Harvard Referencing System - for a guide see http://libweb.anglia.ac.uk/referencing/harvard.htm Although primarily written for a business audience, your Service Design Project should nevertheless draw upon appropriate concepts/tools covered in the module, external data sources and your own further reading/research, all appropriately referenced. Formal requirements: All work must be typed and submitted in MS The report is expected to be well structured with regard to its content and its form. Always spell-check and proof read your work before handing it in. Keep your own electronic back-up copy of your work. Font: Use 11-point Arial or 12-point Times New Roman for contents and 10-point for Tables and Figures. Use double-space lining except for tables, figures, appendices, and reference list. Insert page numbers. State a word count at the beginning of the report. The report should be maximum 2,000 words excluding the cover page, tables, figures, and the reference list. Avoid plagiarism – Submit your work in on time. The innovative ‘new’ services is the core/fundamental part to your report, and the beginning/start to guide your further discussion of your marketing strategies/marketing mix. Thus, highlighting the ‘shining point’ that differentiate your services from other competitors is very important, which will largely influence the quality of your whole report. Be realistic, remember that you also need to propose the launch schedule. Be consistent, from the motivation of the new services (why you want to invest in your project) to targeting the right segments (you think they will buy your services) to the marketing strategies (how can you realize your project), you should talk about/sell one ‘story’. With the word limit of 2,000, it is difficult and dangerous to list many points of your (small) practices, especially those could be shared with many other services/ your competitors. In other words, when you talk about the common practices (which you think is very important for your service), you could briefly mention and discuss, or could even summarize it and put it into an appendix. What you should focus and elaborate are those points that you think could show the ‘new’, ‘difference’ and ‘innovative’ of your services (show your creativity and innovation ability). As discussed the Ps (process, people, and physical evidence, and promotion) which are relevant to services, I recommend you to focus on the contents covered in the module. But if you think some classical Ps (e.g., product, price, place) are very important/special/innovative in your services, you could discuss them, but please justify them. Remember when you list any practice, it is better to give some support (e.g., theory, or statistics as reference) to justify yourself. Avoid listing any implementation without any justification or reference support. Remember to propose a ’name’ to your services