Services Marketing

**April 2022 Examination**

# Question- 1. You stay in a semi-urban set up and near your house, medicine delivery is extremely unreliable. The medicine shops close around 9 PM and medicine availability becomes a challenge. You come up with a business plan to deliver medicines to all houses, (in the area) at no extra cost, 24X7. The challenge however is that companies like 1mg, Net meds are already offering their services in the area. The advantage for you is the popularity of ordering medicine online is still not prevalent by the people in your area. You intend to buy the products from the nearest retail point and delivery to the customer with the help of, few delivery personnel that you will maintain. Do you think this is a feasible model? What are the challenges that you will face while setting this up, from a services perspective? How will you differentiate yourself from the competing firms? (10 Marks)

# Introduction

In the noted question, the person who faces numerous issues even as getting medicines after 9o'colck at night will leap forward using initiating a business plan to offer the doorsteps remedy facility 24\*7 without taking any more costs. The semi-urban area already has the centers like 1 mg and net meds. Still, due to the lack of knowledge regarding the online facilities (on-line transactions, online orders), the people of that region aren't secure in ordering the drugs online. The alternative people like him may also advantage from this. However, all the new ventures

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# Question- 2. Salman goes to ‘Javed Habibs salon’ and Amir goes to ‘Lakme salon’. If you are an entrepreneur who wishes to open a salon, how will you differentiate your offerings vis a vis your competitors. You are also clear that you want to offer your services at a higher price point, where you intend to service fewer client base. You understand that your client’s time (for your business idea) will be a very critical component for providing a great service. How do you intend to manage the demand vis a vis the capacity? (10 Marks)

# Introduction

In the mentioned question, the individual intends to open a salon and admires the renowned salons' enterprise strategy, inclusive of "Jawed Habib” and “Lakme” because he has observed that the movie star personalities like Salman Khan and Amir Khan are relaxed in going to those salons. Thus, the person has been interested in following the previously cited business strategies to the song. Consequently, the record will discuss the business techniques of the person to compete with "Jawed Habib" and "Lakme." To get right into a deep evaluation of "Jawed Habib"

**Question- 3. Sundar wants to start a ‘C2C’ (customer to customer) model of food service. He has just passed out of his B School and the canteen food in his college was pathetic. Most of the days, he relied on Swiggy and Zomato for his meals. He realized that probably there is a need to have an option for customers to order it from home makers or families who would be interested in selling their cooked food to others. Sundar started off with his basic research and spoke to a couple of housewives who were willing. He got his B School classmate on board to design an app that would help customers order. While both started their work, he realized that there are two major problems in this service situation. The first problem off course is bringing awareness for the services and popularizing it among the people of his city. Another challenge would be to encourage home maker to enrol and encourage them to sell. This would be a major bottleneck as most of the deliveries would be following a specific timeline and unavailability of a home maker would cost the delivery and customer. The second problem was the area of operations. The city in which he plans to operate is big, with lots of offices and student population. He chose on the student’s category primarily as his primary targeted audience. However, Sundar did not have any hard data to support his stand. Sundar therefore came up with three value propositions for his business.**

# • Good quality food for students at a reasonable price.

# • Good discounts for students who are adopting a long-term association with his food service company.

# • Encourage home makers by providing them with the flexibility of number of days they would want to work, a wonderful incentive plan, pick up from their home, faster settlement of their accounts and training to pack and promote their food.

# Sundar is now charged up to get things in place and start off the venture as early as possible. He now needs to start working on the logistics, operations, service quality etc.

# a. Does Sundar have all the information needed to choose students as the segment? Is he right with his decision? If you are his friend, what segments would you suggest and why? (5 Marks)

# b. Is Sundar, approaching the issue of service offering, too quickly? Do you feel he needs to invest some more time designing the offering, as it could be more complex and deeper than what it apparently looks like? (5 Marks)

## Part- A

## Introduction

At first, as a pal, I will deliver him a massive applaud for his modern technique. Due to the App, a massive quantity of students will get a chance to have home-cooked food at their hostels. Rather than that, a wide variety of homemakers can get the opportunity to earn money by

**Part- B**

**Introduction**

In keeping with my view, Sundar is diving into this rely right away on. Earlier than starting this new App, numerous factors need to be scrutinized. This includes the app that must come with rules and regulations to combat the upcoming boundaries. Furthermore, a settlement has to be