**SERVICE MARKETING**

**JUNE 2023**

**1 You stay in an urban set up and in your city, health services for senior citizens are extremely unreliable. How will you plan your service offering? What are the challenges you will face while creating your service offering?**

As the population of senior citizens grows worldwide, providing reliable health services to this demographic has become increasingly important. Unfortunately, in many urban areas, including my own, senior citizens often face unreliable health services. This poses a significant challenge, but there are steps that can be taken to address the issue.

First and foremost, it is

**2 You are an entrepreneur who wishes to a cloud kitchen. How will you differentiate your offerings vis a vis your competitors? You are offering your services at a higher price point. How would plan your service offering?**

As an entrepreneur planning to start a cloud kitchen, it is important to differentiate your offerings from those of your competitors. This can be achieved through a variety of strategies, such as offering unique cuisine, emphasizing high-quality ingredients, providing exceptional customer service, and creating a distinct brand identity. However, if you plan to offer your services at a higher price point, you will need to provide additional value to justify the increased cost to your customers.

One way to differentiate your offerings from those of your competitors is to focus on providing a high-end dining

**3. Rajat wants to start a ‘C2C’ (customer to customer) model of food service. He has done his research. Rajat realized 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. They are facing two challenges. First, registering new service providers and second, building a loyal customer base.**

**a. How will you build a service brand?**

Building a service brand for a C2C food service model can be challenging, but there are several strategies that Rajat can implement to establish a strong and recognizable brand identity.

Firstly, Rajat should focus on developing a unique brand name and visual identity that reflects the values and mission of the service.