**Services Marketing**

**September 2023 Examination**

**1. You stay in an urban set up and in your city, health services for senior citizens are extremely unreliable. You are considering to offer the services online. What do you think would be the factors that would attract your customers to this online service? (10 Marks)**

**Ans:**

**Introduction**

Access to trustworthy and effective medical care is an absolute requirement within the world we live in nowadays, specifically for people who are getting on in years because of the breakneck pace and dizzying pace of alternate. However, in many metropolitan locations, the existing health services for elderly persons are often unreliable, leaving them vulnerable and neglected. This problem is because senior citizens have more health problems as they age. In this situation, making medical services available online can be a game-changer as it gives older people greater convenience, accessibility, and a sense of protection.

Latest years have seen a meteoric rise in recognition of online health services, which may be

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**2. You are an entrepreneur who runs a food truck. Your food truck has been very successful and you now to want to expand your services. However, the challenge is the availability of necessary manpower to do this. Capital is also your second big challenge. Couple of your friends has suggested using the franchise route to expand the business. What would be the challenges and advantages of using the franchise mode? (10 Marks)**

**Ans:**

**Introduction:**

As an entrepreneur who runs a successful meals truck business, increasing your services represents an exciting chance to connect to new customers and improve your organization's boom potential. But providing enough monetary and human assets gives sizeable hurdles for you to triumph over. Expanding your company through the acquisition of franchises was one of the capability solutions offered by using your friends. The benefits and difficulties of owning a franchise must be appropriately weighed before deciding. In this conversation, we will look into

**3. Rajat wants to start a jungle themed restaurant. However, he is unsure of how the Serviscape would look like. Can the serviscape be a differentiator to the brand. If yes, then for how long. The second biggest challenge he faces is that themed restaurants run very well for the first couple of years and with time, others copy such models. What will you advise Rajat on building a strong brand for your services.**

**a) How should the serviscape be designed? Can the serviscape be a differentiator to the brand? (5 marks)**

**Ans:**

**Title: Building a Strong Brand for a Jungle-Themed Restaurant: The Power of Servicescape Differentiation**

**Introduction:**

Within the highly competitive restaurant region, setting up a distinctive and clean brand is vital for long-term success. Rajat intends to open a restaurant with a forest theme because this may allow for growing an immersive dining experience. The planning and execution of the provider, which includes each of the restaurant's ecosystems and the diverse components that make up the carrier, is one of the most critical factors that could differentiate his establishment from others.

**b) How will you build a strong brand for your service offering? (5 marks)**

**Ans:**

**Introduction**

Opening a restaurant with a forest motif may be an exciting and original enterprise for Rajat. The period "servicescape" refers to a provider facility's physical environment and ecosystem. These elements are crucial in growing a unique and noteworthy client experience. Rajat can set up a unique brand identity and improve the best of the product by meticulously designing the servicescape to be consistent with the jungle concept.

The servicescape contains diverse factors, such as the layout, layout, lighting, decor, music, and