**Services Marketing**

**September 2024 Examination**

**1. You plan to start a senior citizen living space. How will you design your service offering and what will be the possible challenges that you will face? (10 Marks)**

**Ans 1.**

**Introduction**

The demographic shift toward an aging population has increased the demand for specialized living spaces for senior citizens. Starting a senior citizen living space involves creating an environment that caters to the unique needs of older adults, providing not just accommodation but also services that enhance their quality of life. This includes healthcare, recreational activities, and social engagement opportunities. Designing such a service offering requires a deep understanding of the physical, emotional, and social needs of seniors. It also involves considering factors like accessibility, safety, comfort, and community integration. This initiative not only addresses a growing societal need but also presents an opportunity to build a sustainable and impactful business. However, the process comes with its own set of challenges, including

It is only half solved

Buy Complete from our online store

<https://nmimsassignment.com/online-buy-2/>

NMIMS Fully solved assignment available for**session SEP 2024,**

your**last date is 29th August 2024**.

Lowest price guarantee with quality.

Charges**INR 299 only per assignment.**For more information you can get via mail or Whats app also

Mail id is aapkieducation@gmail.com

Our website [www.aapkieducation.com](http://www.aapkieducation.com/)

After mail, we will reply you instant or maximum

1 hour.

Otherwise you can also contact on our

Whatsapp no OR Contact no is +91 8755555879

**2. You want to open a pastry shop. How will you differentiate your services. You are looking at a higher price point. How will you plan it? (10 Marks)**

**Ans 2.**

**Introduction**

Opening a pastry shop in a competitive market requires not only a passion for baking but also a strategic approach to differentiate your business and justify a higher price point. Differentiation can be achieved through various aspects such as product uniqueness, quality, customer service, and the overall experience offered. At a higher price point, customers expect premium quality and a distinctive experience that goes beyond the ordinary. This means focusing on the finest ingredients, exceptional craftsmanship, innovative flavors, and an inviting ambiance. Additionally,

**3. You start a home-made chocolate business selling to consumers. However, getting new customers and building a loyal customer base has become your biggest challenge.**

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

**Ans 3a.**

**Introduction**

Starting a homemade chocolate business can be both rewarding and challenging. While the product's quality is essential, building a strong service brand is crucial for attracting new customers and fostering loyalty. This involves creating a distinct brand identity, effectively communicating value, and engaging customers through various channels. A well-defined brand can differentiate your chocolates in a crowded market, making them more appealing to potential buyers.

**Concept and**

**b. How will build a loyal customer base offering? (5 marks)**

**Ans 3b.**

**Introduction**

Building a loyal customer base is crucial for the long-term success of a homemade chocolate business. Loyalty goes beyond initial sales; it involves creating a relationship with customers that encourages repeat purchases and brand advocacy. Achieving this requires consistent quality, exceptional customer service, and strategic engagement. This essay outlines strategies to cultivate customer