

Based on the provided PDF content (3.pdf), here are the markdown notes covering the key concepts of products, services, and service offerings.

ITIL 4 - Service Offerings: Key Concepts

1. What is a Product?

- A product is a **configuration** of an **organization's resources** designed to offer value for a consumer.
 - **Resources** include people, information technology, suppliers, and partners.
 - Products are **complex** and not fully visible to the consumer.
 - Organizations define which **product components** are visible and tailor them to suit their target consumer groups.
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2. What is a Service?

- A service is a means of enabling **value co-creation** by facilitating **desired outcomes** for customers.
 - Key Principle: The customer achieves these outcomes **without having to manage specific costs and risks**.
 - **Services are based on one or more of an organization's products**.
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3. What is a Service Offering?

- A service offering is a **description** of one or more services designed to address the needs of a target consumer group.
- It is the formal proposal or package presented to the consumer.

A service offering may include three components:

Component	Description	Key Point
Goods	Physical or digital items supplied to the consumer.	Ownership is transferred to the consumer, who takes responsibility for future use.
Access to Resources	Permission to use a resource owned by the provider.	Ownership is not transferred. Access is granted or licensed under agreed terms and conditions.
Service Actions	Tasks or activities performed by the provider.	Performed to address a consumer's need according to an agreement.

4. Practical Example: Hotel Stay

- **Goods:** The mini-bar items, toiletries. (Ownership transfers upon use/consumption).
 - **Access to Resources:** The room key, Wi-Fi password, access to the gym or pool. (You get access under specific terms).
 - **Service Actions:** Room cleaning, room service, check-in/check-out assistance. (Actions performed for you by the staff).
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5. Key Learning Points Recap

- **Product:** Configuration of resources designed to offer value.
- **Service:** Means of enabling value co-creation by facilitating outcomes without the customer managing specific costs and risks.
- **Service Offering:** A description of services for a target group, which may include **goods, access to resources, and service actions**.