

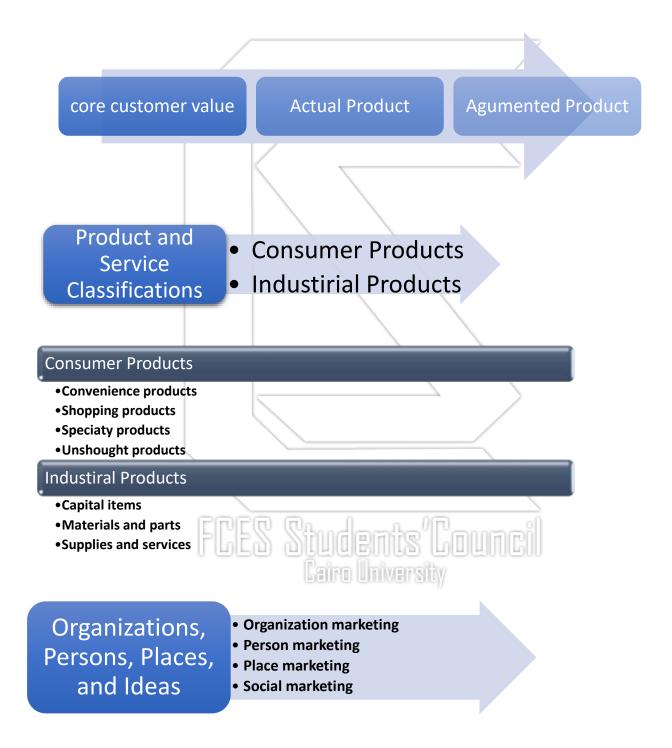
Introduction to Marketing

Chapter 8 – Products, Services, and Brands Building Costumer Value



Products	•is anything that can be offered in a market for attention.
Services	•any activity that one party can offer to another that is essentianly intangible.
Experinces	•what buying product or service will do for the customer.

• Levels of Product and Services





Product and Service Decisions

- Individual product decisions
- product line decisions
- Product mix decisions

Individuals product decisions

- Product attributes
- Brand
- Packaging
- Product support services

Product line decisions

- Product line length
- Product line filling
- Product line stretching

Product mix

- Product mix width
- Product mix length
- Product mix depth
- Product mix consistency

1) Types of service industries

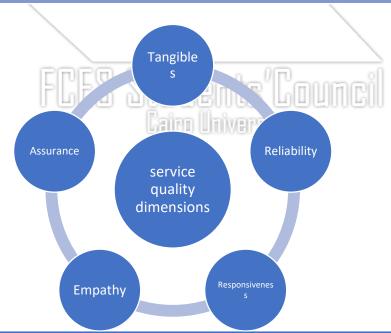
- Governments
- Private not-for-profit organizations
- Business organization

2) Nature and characteristics of a service

- Service intangibility
- service inseparability
- Service variability
- Service perishability

3) Marketing srtategies for service firms

- Service profit chain
- Internal marketing
- •Interactive marketing



SC'22



Branding Strategy: Building Strong Brands

- Brand
- Brand equity
- Brand Value

Building Strong Brands

positioning

- Product attributes
- Desirable benefits
- Beliefs & Values

Name Selection

- Suggests benefits and qualities
- Easy to pronounce, recognize, and remember
- Distinctive
- Extendable
- Translatable for the global economy
- Capable of registration and legal protection

FUES Students Louncil

Cairo University

Coopeanabia

- Manufacturer's brand
- Private brand
- Licensed brand
- Co-brand

Developmen

- Line extension
- Brand extention
- Multibrands
- New Brands