

1. Describe Xpresso Lube's service package

Xpresso Lube is working in the sphere of the oil-change service. However, the company also provides many additional options for the clients. The primary achievement of Charlie Green, who is the owner of Xpresso Lube, is the increase of the waiting zone area. The clients could enjoy the products from the coffee bar while waiting for their car to be ready. It is also possible to listen to live music in the waiting zone at the evening. The other important aspect of the business is the possibility for the customers to use the transport of the company to go to or from work. It helps to attract busy people during the weekdays. Finally, the clients could use lifts to observe the car condition.

2. How are the distinctive characteristics of a service operation illustrated by Xpresso Lube?

The clients could enjoy all the services of the company simultaneously. It means that they could enjoy coffee and listen to music while waiting for their car to be ready for driving. The important aspect of the service is that the mechanics of the company interact with the client and explain the problems with his or her car. It helps to build trust, especially due to the policies of truthfulness.

3. What elements of Xpresso Lube's location contribute to its success?

The case study demonstrates that the students are among the best customers of Xpresso Lube services. It could probably happen due to the perfect location of the oil change station, which is situated close to the University of Texas. At the same time, the big amount of shops in the central part of the city helps to attract women, who prefer shopping. The location has a

good visibility, which gives an opportunity to attract customers with the help of creative billboards.

4. What other services could be combined to “add value” for the customer?

It is possible to sell gasoline at the station. The coffee bar could be developed into the fast-food restaurant. It is rational for the company to make a little product, newspapers, and books store for the customers, who would spend time shopping inside Xpresso Lube station.