

Table 11.2 List of Selected Services

<i>Utilities</i>	<i>Insurance, Banking, Finance</i>
Electricity	Banks
Water supply	Share and stock brokers
<i>Law Enforcing, Civil, Administrative and Defence Services</i>	<i>Business, Professional and Scientific Activities</i>
Police	Advertising, marketing research
Army	Consultancy
Air Force	Accountancy
Navy	Legal
Judiciary	Medical
Civil administration	Educational, Research
Municipal services	Maintenance & Repairs
	Leasing
	Employment agencies
<i>Transport and Communication</i>	<i>Leisure, Recreation</i>
Railways	Cinema, Theatre
Air transport	Clubs, Gymnasiums
Post and Telegraph	Restaurants, Hotels
Telephone and Telecommunication	Video game parlours
All India Radio	Self-improvement courses
Doordarshan	
<i>Distributive Trades</i>	<i>Miscellaneous</i>
Wholesale distribution	Beauty parlours
Retail distribution	Health clubs
Dealers, Agents	Domestic help
	Drycleaning
	Matrimonial service

(Source: Donald Cowell, *The Marketing of Services*, Heinemann, London).

**4. Perishability:** If not used or consumed, it will be lost for ever. Services cannot be stored and are perishable.

**5. Ownership:** Customer has access to, but not ownership of, facility or activity.

These characteristics pose a challenge to the marketing manager who has to find a solution to constraints imposed by these features.

The marketing of services requires an extended marketing mix comprising production, pricing, promotion and distribution as well as people, physical evidence and process. The marketer has to lay great stress on the last three elements of the marketing strategy and combine them with the first four to achieve a harmonious blend which fulfils the customer want—satisfaction.

## 11.2 Marketing Planning and Organization

Two important management dimensions of marketing—planning and organising—are focussed. First, the process of planning the marketing mix and strategy are explained. Then it goes on to discuss the concept of optimum marketing mix. Thereafter, it is necessary to develop a rational and a convenient method of viewing millions of persons as potential customers. This is achieved by segmentation. Then follows the process of creating the necessary administrative and manpower hierarchy for implementing marketing decisions. Lastly, the importance of research in the context of marketing decisions and statistical techniques for data analysis are outlined.