

1) USP – unique selling proposition (differ your product from everyone else)

Accomplish: selling your product, proposal, mission statement (included); persuade customers to buy your product

2) 4 things: 1) nature of product 2) what customers want or need 3) available resources, and 4) personnel (employees) financial to provide service

3) Customized service: services that are developed to meet individual wants and needs; take more time and cost more

Standardized service

Costs less, general, homogeneous service

4) Costs associated with service: extend hours, hire more people (increase payroll); you have to pay for excess things to offer customized

For example: driver's education can get to costly, (more insurance),

5) 2 reasons: enhance satisfaction to your customers and improve/increase your profit margin