

ASSIGNMENT

SUBJECT

MKT-412

SECTION-03

SUBMITTED TO

SSM SADRUL HUDA

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The Servuction Model

A model used to illustrate the factors that influence the service, experience. Servuction model is constructed of two parts, visible to the consumer and not visible. Visible part of the servuction model consists of three parts the inanimate environment, contact personal / service provides and other customers. Invisible component consists of invisible organization and system.

The Inanimate Environment:

Banking services are Intangible. They provide us 24 hours services. But some of the products are tangible by which we get service, for example credit card. The bank is full of tangible cues such as furniture, lighting, flooring and other any inanimate objects that vary according to the services being provided.

Contact Personnel / Services Provider:

In the bank employees briefly interact with the customer for example transaction of money.

Other customer:

For example if I open any account in the bank I will be customer A. And the person who will open an account under my references will be customer B. Customer B is describes as shared experiences because he is open an account in the presence of other customer.

T&T Phone Service
 (Bangladesh)



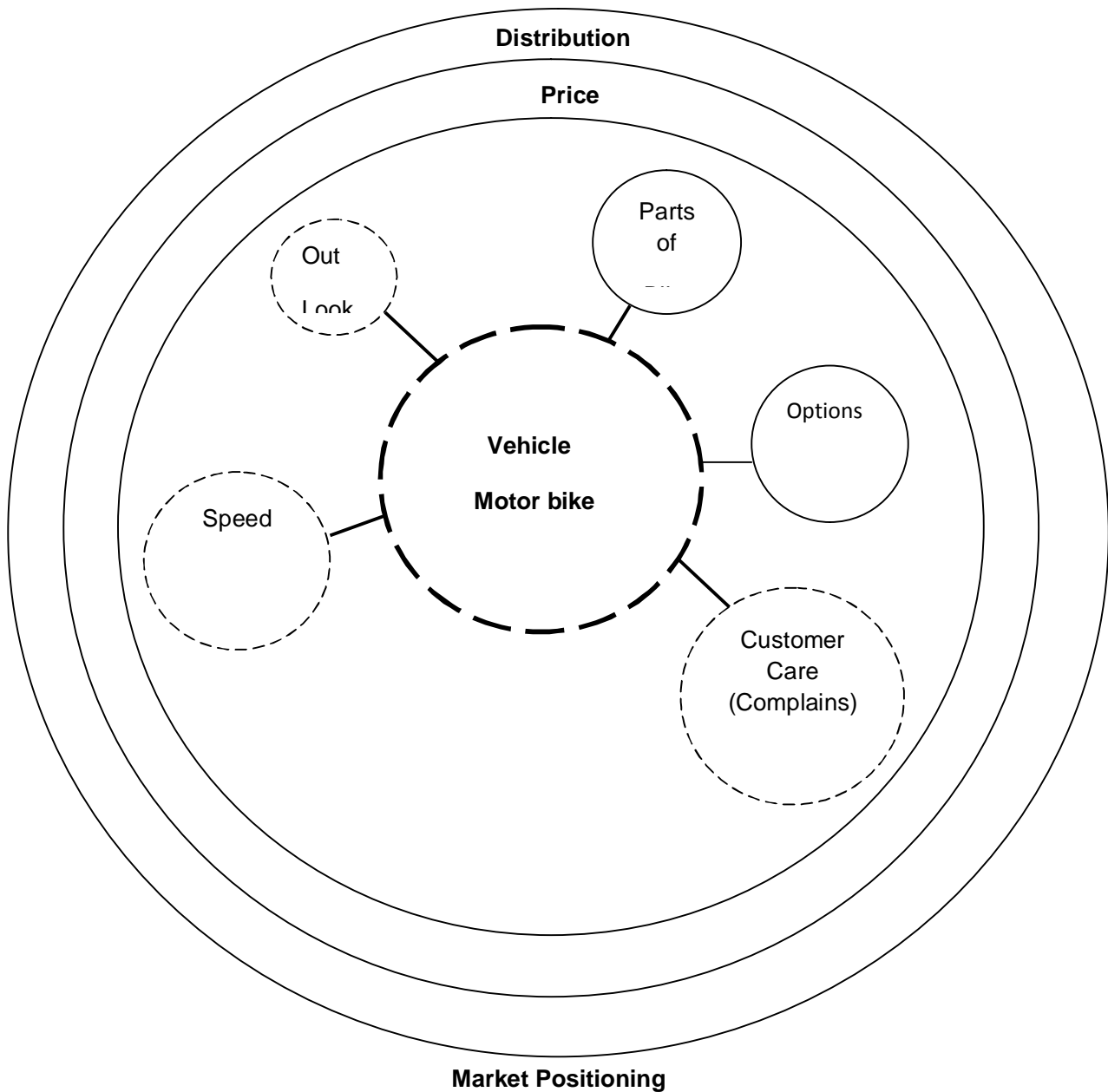
Molecular Model: T&T Phone Service (Bangladesh)

Key

Tangible Elements ○

Intangible Elements ○

HONDA PRODUCT
 (BANGLADESH)



Molecular Model: Honda product (Bangladesh)

Key

Tangible Elements ○

Intangible Elements ○