



size of service sector is increasing

we have to focus on marketing strategy

to meet, to anticipate customers needs with services (seen as offering of value)

- to find out the needs, research is needed
- new jobs are generated by services

competition is stimulating innovation, esp. through application of new and improved technologies

withing the same industry

competition among firms from different industries - serving needs through alternative approaches

e.g. e-mail vs text messaging

	A	B	C	D	E
1	Government Policies	Social Changes	Business Trends	Advances in Information Technology	Globalization
2	* changes in regulations	* rising consumer expectations	* push to increase shareholder value	* growth of internet	* more companies operation on transnational basis
3	* privatization	* more affluence	* emphasis on productivity and cost savings	* greater bandwidth	* increased international travel
4	* new rules to protect customers, employees, and the environment	* more people short of time	* manufacturers add value through service and sell services	* compact mobile equipment	* international mergers and alliances
5	* new agreements on trade in services	* increased desire for buying experiences vs. things	* more strategic alliances and outsourcing	* wireless networking	* "offshoring" of customer service
6		* rising consumer ownership of computers, cell phones, and high-tech equipment	* focus on quality and customer satisfaction	* faster, more powerful software	* foreign competitors invade domestic markets
7		* easier access to more information	* growth of franchising	* digitization of text, graphics, audio, and video	
8		* immigration	* marketing emphasis by nonprofits		
9		* growing but aging population			

