

# [Questions](https://assignbuster.com/questions/)

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Questions 1. Describe Village Volvo’s service package. Support equipmentæ”¯æ�´è¨­å‚™ -ex: æ–°ç®¡å®¶å» ºè¨­4å€‹å·¥ä½œä½�ï¼Œä¸€é–“ è¾¦å…¬å®¤ï¼Œç­‰å€™å�€ï¼Œå„²å­˜å®¤ Auxiliary Goodsè¼” åŠ©å•†å“� -ex: æ›´æ�›æ±½è» Šé›¶éƒ¨ä»¶ Provide informationæ��ä¾›è³‡è¨Š -ex: è§£æ±ºé¤�å»³å�ƒé£¯çš„ æ°£æ°› Exons serviceså¤–é¡¯æœ�å‹™ -ex: å‡ºä¿�ä¿®æ²ƒçˆ¾æ²ƒåœ¨å�ˆç�†çš„ æˆ�æœ¬ Implicit serviceå…§éš±æœ�å‹™ -ex: åœ¨ç¶­ä¿®é�Žç¨‹ä¸­æ��ä¾›å®¢æˆ¶æœ�å‹™ 2. How are the distinctive characteristics of a service firm illustrated by Village Volvo? Customer participation in the service process: waiting room equipped with a TV, comfortable chairs, coffee, a soft drink vending machine, magazines, newspaper Simultaneity: vehicle repaired only when it comes, variation in repairs/day, not only quality but other measures like customer satisfaction Perishability: capacity of Village Volvo, an hour without repair Intangibility: reputation of Village Volvo Heterogeneity: variation of problems from vehicle to vehicle 3. Characterize Village Volvo in regard to the nature of the service act, the relationship with customers, customization and judgment, the nature of demand and supply, and the method of service delivery. Customer involvement and service processé¡§å®¢å�‚ äºˆå’Œæœ�å‹™çš„ é�Žç¨‹ Simultaneityå�Œæ™‚ æ€§ Perishableæ˜“ é€�æ€§ Intangibilityç„¡å½¢æ€§ Heterogeneityç•°è³ªæ€§ 4. How could Village Volvo manage its back office(i. e., repair operations)like a factory? They have set aside specific times each week when clients ma drive in for quick, routine services such as tune-ups and oil changes, but they encourage clients to schedule appointments for the diagnosis and repair of specific problems. 5. How can Village Volve differentiate itself from Volvo dealers? Differentiating Between Market Structures Team Paper In order to differentiate between market structures, the first thing to do is define market structures. A market structure in regards to economics is known as the number of firms producing identical products.