

Questions

[Business](#), [Customers](#)



Questions 1. Describe Village Volvo’s service package. Support

equipment

Auxiliary Goods

Provide information

services

Implicit service

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 process

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.