

Product description and feature benefit analysis case studies examples

[Business](#), [Company](#)



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Product Description

A company can do profitable business by providing effective services to the customers (Cochran, 2003). Likewise, we are also aiming at providing courier service to the customers. The name of service is the ‘ Express Courier Service’. It facilitates the customers by delivering letters, cards, gifts, packets and boxes. It also provides the packing facility of the gifts. The customer can also place the order for delivering the gift such as birthday cake or else from the shop, and the representative will himself take it from that shop, as mentioned by the customer and deliver the gift its destination. Furthermore, the customer can himself handover the document and can take receipt, Express Courier Service will deliver its document to the location as per the instruction of the customer.

The courier service is also provided overnight as well as same day in order to ensure the quick delivery to the customers. However, very reasonable prices are demanded from the customers, but for the boxes it depends on their weight. The more the weight the more the price will be charged, on the basis of per kilograms of weight. The fast delivery of the products and provision of facilities such as same day and overnight courier is making it a unique

service. it is because, sometimes people are in a hurry and they want to deliver their documents or gifts etc on urgent basis. So, by keeping into consideration, the needs and wants of the customers, Express Courier Service has introduced methods that ensure quick delivery of the product. In this way, customers become satisfied, customer satisfaction results in the loyal customer, which will ultimately increase the profitability of the company (Hill & Alexander, 2006).

Features and Benefits

Following chart illustrates the features and benefits of the Express Courier Service.

References

Cochran, Craig. (2003). Customer Satisfaction: Tools, Techniques, and Formulas for Success. Paton Press LLC

Hill, Nigel., & Alexander, Jim. (2006). The Handbook of Customer Satisfaction and Loyalty Measurement. Gower Publishing, Ltd