

# Service marketing report assignment

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How internet usage are diversifying the industry. Influence Of web in retail sector in developed countries: Industry Overview: Origami: Delivery time 25 days Cost: 50 Take Supplementary Innovation . Payment has to be made before the delivery Food panda: Android Paper Apple app, Windows App Cost: 50 Take, Delivery Time: one hour. Minimum amount: 300 take, 240 rests Uranus Hungry Nazi: Partnership with different restaurants. App in three SO. Minimum Order: 200 Take. Delivery Cost: 50 Take. Chaw Deal: There is no delivery charge. Seen/ice charge is included in the product cost. BAD Blitz . Com: Payment system is good. Free delivery in Dacha. Mobile recharge. Loyalty poi NT is given to customer. Return policy is good. Ease of access is poor. Service Proposition: what kind of service are they offering. Mainly book, Apparel, Grocery items, SP rots item, beauty products, Food from restaurants. Customer perception: Product diversification. Analysis of Business player: PEST: Political, Economics, Social, Technological

GE Model: Market Attractiveness, Business Strength. Boston Matrix: Market Growth and Market share. Global Vs. Local. ODL Matrix: Global Vs. Local Competitive position vs. Industry life cycle stage. Porters Five Forces Model: Brand Personality dimension: Five Dimensions: Brand Asset Valuator: Question has to be asked to customer. We can mans it from the quant survey. Resources and Capabilities: appraising resources, Five resources advantage stage, c Model: Customer, C imitators and Corporate.