

Name: _____

Date: _____

Service product mix strategy

J P G W R H D I A F V M S E G M E N T A T I O N
K M X S C X U K J E X E C N A R U S S A O L Q H
N C H H I J N V I L M A Q J G C E U E B R K U F
B N J N P E V R E B J S R O T I T E P M O C R V
A H C Z K L Z V U I Y U O U Q T P E W W Z A A T
A S G O Q P X I D G N R P O S I T I O N I N G N
H T A K V O T Q I N Z E B J H C R A E S E R V E
Y C P R U E E P R A W M S G N I T E G R A T S M
B X E F H P S Y B T H E V I L F Q Q B V H D L P
W O R P E M I I Y N V N C R E S P O N S I V E A
E V C N T N O Q H I K T L O Y A L T Y Q K I P T
C P E O E O W W R M M C T H R S N L F Q E S B H
A I I I R I C R E D E N C E J E O A A R T M P Y
L H V T O T P M C D L L X Q J R I C J X A O N B
P S E C G A E F C R M M Z A E V T I L I S C A S
R N D A E T R K D S M T B U S Q O T Q G K Q I X
H O T F N C S Q N I Z A G R G U M Y E O G W O P
U I V S I E I T E G D N V V B A O L Y G J K I R
J T E I T P S W I V L G B E A L R A I G S F P O
I A K T Y X H F F V E I N C V E P N T A H H Y C
C L D A I E A Z Q M X B B I W N Z A B B H M O E
K E U S A A B G I G F L U R X Y G R J I L W L S
Q R V W L E L L W H L E M P Y W S U E I C C N S
I T P E R C E P T I O N E G M U U K N O R Y T E

heterogeneity
expectation
perception
promotion
servqual
people

satisfaction
positioning
responsive
targeting
process
price

relationship
perishable
intangible
tangible
loyalty
sacsi

segmentation
analytical
perceived
credence
empathy
place

measurement
competitor
assurance
research
hybrid
crm