

# Marketing of Services



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# 1. CHARACTERISTICS OF 21<sup>ST</sup> CENTURY

**21<sup>st</sup> Century has following Distinct Characteristics :**

- ◆ Knowledge and Information Based Society — Internet, E-mail, E-Commerce, Multi Media, Virtual Reality, Information Super Highways, etc.
- ◆ Global Networking.
- ◆ High Mobility of Population from Rural to Urban Areas.
- ◆ Increasing Productivity.
- ◆ Reliance on Innovation & Creativity.
- ◆ Conscious Society — Customer aware of his rights and obligations.

## ⌘ EMERGING TRENDS

- ◆ Emergence of Trade Blocks like EU/EC, SAARC, etc.
- ◆ Population Explosion
- ◆ Rapid Technological Changes
- ◆ Social Changes
- ◆ Literacy Levels
- ◆ Entire World as a Global Economic Village

## **2. MARKET SCENARIO**

- ◆ The entire world is like a Boundryless Global Economic Village due to I.T., Telecom &Transport Revolution.
- ◆ Customer Needs, Wants, Desires, Values & Ethics are undergoing sea change.
- ◆ Customer wants more options & alternatives.
- ◆ There is a shift from "Sellers Market" to "Buyers Market".

- ◆ Organizations have to look for their Competitive Edge & develop on their Strengths & Explore New & New Opportunities
- ◆ LPG has brought leading MNCs of the World at India's door steps.
- ◆ Competition is increasing and, therefore, Innovation & Creativity is the Solution & not the Price Cutting which Leads to Price War.
- ◆ Organizations have to Offer Value Added Focused Services to attract customers.

# ◆ Organizations, therefore, have to pursue :

❖ Excellence

❖ Gain Competitive Edge & Advantages

❖ Resort to BPR

❖ Have Mind set for TQM

❖ Down sizing by Air India by US\$45000

Outsourcing - Make Vs. Buy Decisions

❖ Employee Motivation

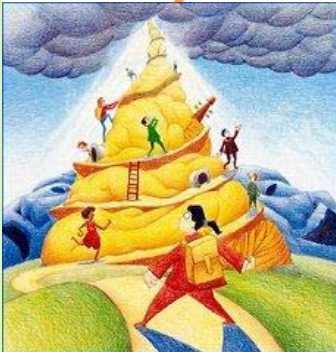
Innovation &  
Creativity is  
the Hall Mark

# Some Glimpses Of Future Environment

## Projects

- Sky City -210 storeys single building to accommodate one lac population in Tokyo.
- Corridor from Earth to Moon using nano mtl & technology.
- Space station to accommodate 64 tourists at 300 km above in space.
- By 2030, satellite speed may go up to speed of light.
- A single power ring to meet energy needs for the whole globe.
- 30 km deep tunnel in earth to dispose of all critical wastes available on earth.
- Establishing life on other asteroids.
- Train speed @8000 km/hr to cover New York to London in 51 minutes.

# Natural Factors in Favour of India...



Human Resources



Almost 365 days of Sun Energy.

3000+ km long coastal line-Ocean wealth.

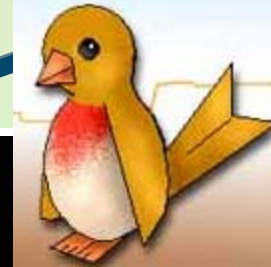
Advantageous location of India on the world map.

All Natural reserves in plenty.

Human Resources in plenty.

Intelligent, articulate and language savvy Human Resource. (English)

Therefore India a 'Sone Ki Chidiya'





# India's Forte...

S



Huge resource base both human & natural

T



Inflation under check

R



Stability of govt. irrespective of ideology

E



Smooth transfer of power on Govt. changeover

N



Matured democracy

G



Adequate foreign reserves

T



Growth rate 7% in Q1 of 04-05

H



Global IT Hub

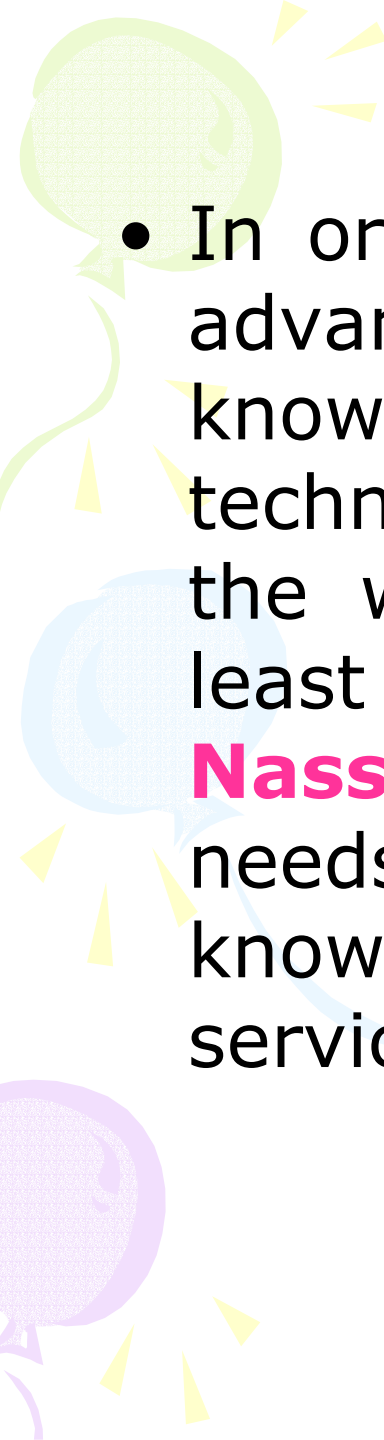
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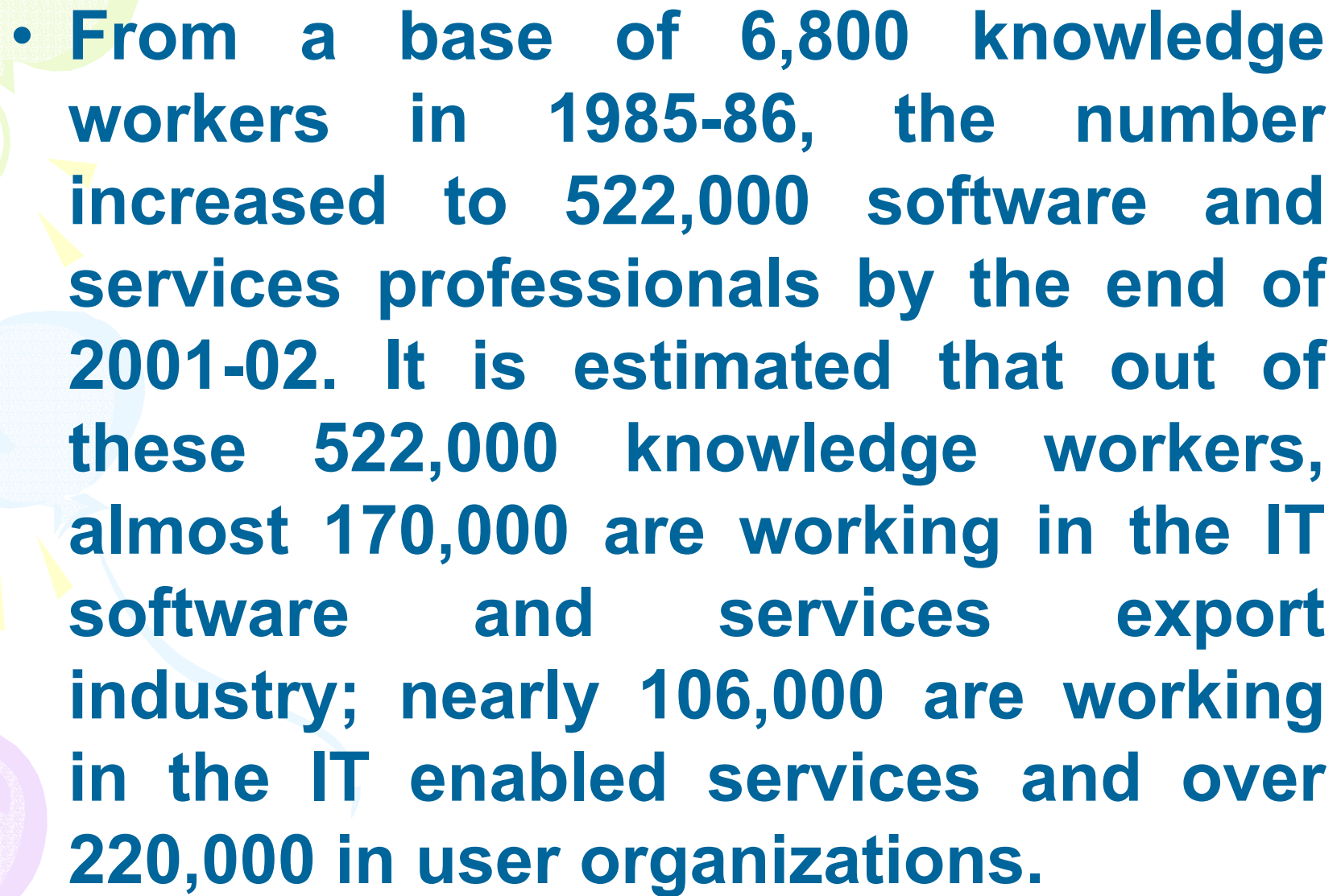


Capable of providing food to many nations

# Weaknesses...

- Fiscal deficit (inc.all states) over 10%.
- Population growth unchecked.
- Inadequate infrastructure.
- Reforms limited to Central Government-Federal participation is absent.
- R&D base is very low.
- 27% Population below poverty line.
- High retirement age (60 yrs) for a populous country.
- Occurrence of floods & droughts.
- Unexpected high level of unethical practices.
- Complicated procedures & systems.
- Unable to win even a single Gold Medal in Olympics.
- Slow Judiciary.

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- In order to maintain India's competitive advantage of technically skilled knowledge-workers with the right mix of technical, business and functional skills, the workforce needs to increase by at least 10-fold by 2008. As per the **Nasscom-McKinsey** report 1999, India needs to have at least **2.2 million** knowledge workers in IT software and services related areas by **2008.**

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- **From a base of 6,800 knowledge workers in 1985-86, the number increased to 522,000 software and services professionals by the end of 2001-02. It is estimated that out of these 522,000 knowledge workers, almost 170,000 are working in the IT software and services export industry; nearly 106,000 are working in the IT enabled services and over 220,000 in user organizations.**

