

# School of Hospitality

Course Code :BSCH3003

Course Name: Front Office Management

The 7 Ps in a marketing Mix  
Product



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Name of the Faculty: Jyoti

Program Name: BSChm/BHM

## The 7 Ps in a Marketing Mix

**Traditional 4 Ps**  
(as prevalent in  
manufacturing  
economy)

1. Product
2. Place
3. Promotion
4. Price



**Additional 4 Ps**  
(common in service economy to  
account for the unique service  
characteristics)

5. People
6. Process
7. Physical Evidence

## First P: Product

In the service industry like hospitality and tourism, what we offer in terms of product is largely intangible. In fact, in the hospitality industry, our products are mainly in the form of services, which make the product of the industry quite unique as compares to other industries. This is the experience and service that you have paid for, for example 1) Taking a vacation trip to Europe. Once the trip is over, you are unable to take the product away except the pleasant experience that lingers on.

2) This is the same when you go to a fancy restaurant you are not only buying the meal (Product) but also experience, the ambience, decor and the service that are provided by the restaurant.

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## Different Target Markets have Different Product/service Needs

| Target Market              | Hospitality Products/Services  |
|----------------------------|--|
| <b>Families</b>            | <ul style="list-style-type: none"><li>• Rooms with more space</li><li>• Reasonable rates or no extra rates for children</li><li>• Low cost recreational facilities</li><li>• Room with kitchen facilities</li><li>• Kiddies menus</li><li>• Colourful interior rooms</li><li>• In house doctors</li><li>• Baby sitting facilities</li><li>• All inclusive packages</li></ul> |
| <b>Business Executives</b> | <ul style="list-style-type: none"><li>• 24 hours room service</li><li>• Internet connection</li><li>• Business centre</li><li>• Airport pick up</li><li>• Conference room</li><li>• Quality service</li></ul>  |

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Target Market

Hospitality Products/Services

**Female travelers**

- Safety is the primary concern
- Quiet floors
- Bathroom with good lighting for make up
- Hair dryers, iron boards, etc.
- Spa and health club

**Retirees**

- Clean and comfortable room, lounge areas, and public areas
- Rooms with two separate beds
- High safety and security measures
- Easy access rooms closer to elevators
- Elderly care facilities
- Large well lit rooms and non slippery floors

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## Brand Name as a Guarantee of Product and Service Quality and Image

Customers rely on the brands of the product and service to give them a clue of the consistency in quality. Brands are defined as unique elements which can be identified easily with a product and set the product apart from the other competitors.

Many hospitality companies are easily recognized by the brand name for their products and services.

For example,

In the fast food sector, we normally come across with the international brand names such as McDonald's, Pizza Huts, KFC, etc.

# References

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