

B.COM SEM - VI
MIC- 7 (SERVICE MARKETING)
TOPIC- SERVICES BASED ON OWNERSHIP AND PROVIDER

Services Based on Ownership and Provider

Services can be classified in various ways to understand their nature and delivery. One important basis of classification is ownership and provider of services. This classification explains who owns the service organization and who provides the service to consumers. Based on ownership and provider, services are broadly classified into the following categories:

1. Government or Public Services

Government services are owned, managed, and provided by the central, state, or local government. These services are mainly provided for public welfare and social development, not for profit. The cost of such services is usually low or free, as they are funded by taxes.

Examples:

- * Postal services
- * Railways
- * Public hospitals
- * Municipal services (water supply, sanitation)
- * Public education institutions

These services aim to promote equality, social security, and overall development of society.

2. Private Services

Private services are owned and provided by individuals or private organizations with the main objective of earning profit. These services operate in a competitive environment and focus on customer satisfaction, quality, and efficiency.

Examples:

- * Private hospitals and clinics
- * Banks and insurance companies
- * Hotels and restaurants
- * Coaching centers
- * Private transport services

Private service providers generally charge market-based prices and offer customized services.

3. Voluntary or Non-Profit Services

Voluntary services are provided by non-profit organizations, trusts, and charitable institutions. These services are not aimed at profit-making but focus on social service and welfare activities. They often rely on donations, grants, and voluntary contributions.

Examples:

- * NGOs
- * Charitable hospitals
- * Orphanages
- * Old age homes
- * Educational institutions run by trusts

These services help in supporting weaker sections of society and addressing social issues.

4. Cooperative Services

Cooperative services are owned and managed by a group of people who come together to meet their common economic or social needs. The main objective is service to members rather than profit maximization.

Examples:

- * Cooperative banks
- * Cooperative housing societies
- * Cooperative credit societies
- * Milk cooperatives

Such services promote mutual help, democratic management, and shared benefits.

5. Individual or Professional Services

These services are provided by individual professionals who possess specialized skills and knowledge. Ownership and service provision both lie with the individual service provider.

Examples:

- * Doctors
- * Lawyers
- * Chartered accountants
- * Consultants
- * Architects

These services are personalized in nature and depend heavily on the expertise of the service provider.

Services based on ownership and provider include government, private, voluntary, cooperative, and individual professional services. This classification helps in understanding the role of different service providers in the economy and their contribution to social welfare and economic development.