

HEALTH RESORT SERVICES GOOD REPUTATION CAPITAL

Summary

Services are often sold first then produced. And they are produced and consumed in the same time frame. Services can't be stored and this makes it harder to balance supply and demand. So the marketing strategies in the service market should base on branding.

The selling of health resort services needs a deep knowledge and well mannered personnel. The success of the company depends not only on the quality of services, but on personnel as well.

The main role in modern market plays branding. Brands are of great importance to their owners and users. In health resort services well – recognized brands make offering and shopping easier.

Consumers have many dimensions, like: purchase situation, psychological variables, perception and life style. All of them affect a person and stimulate the shopping behaviour in the market.

Good brand means the power, especially in crowded E.U. market. If some firm is going to keep good position, it should work on quality and select the personnel (especially in services, because they are invisible). Good experiences can lead the positive attitudes about a firm's product, bad experiences can lead to negative attitudes, that even good promotion won't be able to change. An attitude is a person's point of view toward "something". The "something" may be a product, an advertisement, a sales- person, a firm, or an idea. The most important think is to keep the place in consumer's mind. The health resort services are very specific because they are addressed to well – defined market segmentation, so understanding the life style of target customers has been especially helpful in providing ideas for branding themes.

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