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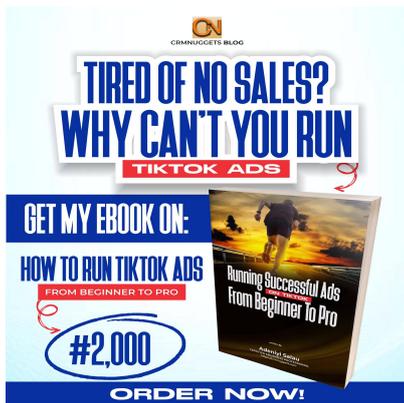
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A Service Offering is a description of one or more services designed to address the need of a target customer group. It may include goods, access to resources as well as well service actions.

#1 Goods

In this case, ownership of the goods purchased is transferred to the owner. They are the ones that now handle the Maintenance of products and services that they have purchased.



In this case, too, customers take ownership of the maintenance of products and services purchased.

#2 Access to resources

Another aspect of service offering has to do with providing access to resources for customers. In this case, ownership of paid services is not transferred to customers. Also, access is granted under the agreed terms of services. Let's say, for example, I paid for 10gig of data, once I finished that data, I will not be able to surf the web again.

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#3 Service actions

This kind of service is performed by the service provider to address specific customers' needs. This is performed according to the agreed terms by the customers. Take for example, if my vehicle has a technical fault and I decided that a mechanic should help me address that. That is a very good part of service actions.

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Action Point

PS: I know you might agree with some of the points raised in this article or disagree with some of the issues raised.

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