

4.4e The 7 Ps of the services marketing mix: Exam practice question



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Read the case study information below and answer the questions that follow.

**BODY AND MIND - HEALTH AND SPORTS CLUB**



Body and Mind is a health and sports club located in Sydney, Australia. After opening two years ago, the club has performed well but now faces a recent increase in competition from two new gyms which have opened in the neighbourhood, Wellness and Glides. Wellness has been particularly successful and has attracted a number of customers from Body and Mind.

Body and Mind have always realised the importance of the extended marketing mix for the services they offer. They have

never just focused on the 4Ps of product, price, place and promotion and have worked hard at ensuring that people, processes and physical evidence are coordinated elements in their marketing mix. All staff whom interact with customers are fully trained in best practice customer service. Care and detail ensure that the physical environment is up to the standards

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executive, corporate members expect – the cleanliness of the gym, equipment and change rooms is a focus, equipment is regularly replaced, and repairs are fast and efficient.

Further, the management of Body and Mind conducted some extensive market research to find out more information about their customers. They used a market analysis and a series of focus groups to find out customer's' views on Body and Mind and a questionnaire to provide them with more precise data about the way customers used their club.

Body and Mind has responded positively to its market research by adopting the following strategies:

- Introducing a family membership scheme
- Introducing women's only classes to cater for Muslim women – a neglected niche market
- Introducing a range of family-based classes to encourage health and fitness
- Opening a coffee shop

The management of Body and Mind believe that this new customer-orientated approach, which targets health and fitness for the whole family, will give the club a unique selling point and enable it to stand out from the competition.

### QUESTIONS: 25 MARKS, 45 MINUTES

1. Define the following terms in the extended marketing mix:
  - a. Processes
  - b. Physical evidence

**[4 marks]**
2. Explain the factors that Body and Mind could measure the effectiveness of its people in marketing or delivering their services.
 

**[4 marks]**
3. Examine how people, process and physical evidence are vital elements in the marketing mix for Body and Mind.
 

**[7 marks]**
4. Discuss the importance of delivery processes in the marketing of Body and Mind and changes in these processes outlined in the case study.
 

**[10 marks]**