

LAUNCHING A NEW PRODUCT TO A MARKET SERVICE

Marketing - a social and managerial process - is aimed at meeting the needs and desires of both individuals and groups through the creation, supply and exchange of the saturated value of the goods.

Today, marketing is regarded as a system of management and organization, development, manufacture and marketing of goods or services, based on a complex accounting processes occurring in the market that address the personal or business needs and achieve the objectives of the firm.

A system of customer service, which allows to choose the best for his goods and to ensure its optimum use for a period that is acceptable to the consumer.

There are allocated a pre-sale service and after-sales service. In turn, after-sales service is subdivided for warranty service and on post-warranty service.

The competitiveness of goods plays an important role service as a pre-sale and after sales. Feature of the after-sales service is that it is not an integral part of the goods, and comes as an important addition. Without after-sales service the goods in the eyes of the buyer loses a lot of advantages, because in case of damage to the consumer will have to repair the damage from its own resources, which is not always cheaper than if the goods had a warranty or after-sales service.

After-sales service can perform as the company itself-seller, and a separate firm that specializes in providing services, such as garages. In the latter case, the firm, which isn't a producer of goods, but provides quality services through its focus precisely on this type of activity, as well as through cooperation with manufacturers, for example, supplying parts and accessories. At the moment, preventive maintenance is carried out for a fee, as most businesses are providing such services do not want to lose their money, thereby scare customers at the cost of the preventive work. It speaks about the need to introduce a new principle of a new product that would remind of the need for maintenance and guarantee the carrying out of preventive maintenance for a certain period of time.