

ENTREPRENEURSHIP GUIDE.

INDICATION: Connect the word with the correct concept with a line.

NOTE: Read the document in the classroom "DEFINITION OF SERVICE" and your notes for the class.

Variability Means that services cannot be seen, tasted, felt, heard or smelled before they are bought.

Inseparability This also entails that services cannot be separated from their providers.

Service May be one of the most obvious ones of the characteristics of service.

Intangibility Does also belong to the important characteristics of services. It refers to the fact that the quality of services can vary greatly, depending on who provides them and when, where and how.

Lack of ownership Are a special form of product which consists of activities, benefits or satisfactions offered for sale that are intangible and do not result in the ownership of anything.