Consumer versus Industrial Services

There are many challenges Marketing Managers face when marketing services. This discussion will focus on areas such as intangibility and how managers can make their services more tangible.

**Question 1:** Pick two services companies, one consumer company, and one business-to-business (industrial) manufacturer. What can a company in each of these industries do to make its services more tangible to customers? Explain in a few paragraphs

**Question 2** A soda company wants to market their product in several lesser developed countries in Africa. What ethical considerations do you think they need to address and why? Explain in a few paragraphs