

SERVICE DEMAND ANALYSIS - METHODOLOGICAL MODEL

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Abstract

This analysis is the basis for decisions to take service providers to increase economic performance. The objectives underlying the proposed analysis are representatives of the demand for knowledge services, knowledge needs demand services representatives. In pursuing these objectives demand analysis services will be held on the following stages: delimitation of generic social or economic groups of the services offered by service provider, identifying the general needs of potential clients established in the previous step, achieving correlation between identified needs and providing resources services, correct structure to prospective clients whose needs can be met by services, detailed analysis of potential customer needs, prioritizing composition of services, determining the budget for customer service. Information resulting from the analysis of demand for services will be required to carry out analysis offer service provider to establish a competitive position and quantification of market price or pricing.

Key words: demand for services, analysis, priority objectives

Demand for services is the sum of all intangible nature of the population needs and other economic entities and social needs are not met by their own effort. The economic entities understand: actors, patrimonial purpose associations, public institutions, etc. (Plumb I; Ionescu Manuela, 2004).

Between needs met through their own efforts, demand for services, leisure and income is a close relationship of interdependence. Population and social entities will satisfy increasingly less need if they will focus resources on core activities in these conditions will be made to outsource services for them (Ionciă Maria, 2006).

Population will comply substitution effect, which acts to increase the number of hours offered in order to increase income, in which case individuals tend to substitute leisure for labor. In this situation, people will have to buy certain services that until then we obtain through personal effort (Ionciă Maria, 2006).

Economic and social entities, following brief economic analysis will conclude that some activities that accomplish basic support activity if it produces are more expensive than it would have assured themselves of specialized companies.

For example: a small economic unit will spend more on wages and consumption accounting other than if they purchase their financial services accounts. In this case we decide to outsource this service that it was for himself before. In addition, with increasing income people and other entities will be willing to buy some of the services which

they do for themselves to better quality or to use the time for other activities important to them.

On the other hand, the concomitant increase income and free time came to apply effects, which work towards reducing the number of working hours due to price increase per hour, in which individuals get a higher income for a number determined by hours worked and be able to consume a larger quantity of goods and services than previously consumed.

Basically, the individual productivity, productivity seen as the ratio between real income and working time, and demand for services increases. Also, the level of economic unity by increasing productivity of production factors to core business is unreasonable use of resources to carry out other activities auxiliary less productive.

The differences between the desired goods and services demand are significant in determining the particular measures of economic performance of firms increase service providers and to determine the specific tools to increase staff performance in this sector. Peculiarities of application services can be grouped into:

- bias towards consumer demand;
- territorial mobility;
- discontinuity;
- high elasticity;
- the dominant effect of psychological factors;
- inconsistency satisfaction;
- dynamic.

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Given these characteristics, research methodology demand for their services must be adapted to provide an accurate picture, useful to service providers.

MATERIAL AND METHOD

Analysis of demand for services is a necessary step both service providers and customers, beneficiaries of services offered.

Service providers want to know the market segment which addresses the services they produce in terms of volume and their applications.

On the other hand, consumers of services require knowledge of the needs that we can cover the services offered on the market. This analysis focuses on determining the demand for services as a basis for decisions to take service providers.

Basically, this review is intended as a tool for enhancing the performance of service providers.

The method by which this model was developed methodology was to analyze the system in which economic phenomena were analyzed from the service provider and external variables.

RESULTS AND DISCUSSIONS

Analysis of demand for services has two objectives: Knowledge of application service representatives, representatives about the needs of service demand.

The two objectives, the analysis should answer the following questions: "Who are the consumers of services?" And "what their needs are consumers of services?".

Answering these questions will make a service provider's target customer profile and composition shape the services they offer. In pursuing these objectives demand analysis services will be held on the following steps:

1. Generic delimitation of social or economic groups of the services offered by service provider;
2. Identify general needs of potential clients established in the previous step;
3. Achieve correlation between identified needs and resources service provider;
4. Correct structure of potential customers whose needs can be met by services;
5. Detailed analysis of potential customer needs;
6. Prioritizing services composition;
7. Budget determination for customer service.

Basically, the analysis is conducted in two phases: the first in which the guest profile and about their needs and the second is established with certainty that the target group and composition of services will be offered them.

Generic delimitation stage of social or economic groups analysis includes identifying categories of individuals or businesses who would be willing to use services offered by the supplier.

For example, tourist service provider such categories would be: students, employees, retirees, etc.. and plant health service provider - vegetable farms. Identify general needs of customers is to establish for each category are previously defined needs can be covered by services provided by the supplier.

For example, the category "students" previously identified tourism provider will have to ask what actions they wish to undertake travel within the unit and are punctual services you would use (sports - golf sports, catering - restaurants, tours - information on targets and tourist routes etc.).

Service Provider will seek information on plant diseases and pests that affect crops in the area of farms and therefore targeted treatments they need. It will also consider the fact that farmers lack the financial resources to the establishment and maintenance but after harvesting and marketing crops production.

The correlation between identified needs and resources service provider will be based on detailed knowledge of the resources necessary to cover the needs identified in the previous step.

Thus, these needs will be checked for each generic class of customers. For example, travel services provider has all the necessary facilities category "students" but does not have conference room for joint activities organized by some companies for their employees.

Also, the service provider can provide treatment plant crops on large areas using aviation resources but lacks the means of soil treatment. If he has financial reserves to make the term payment protection services after the farms were sold production obtained.

Correction phase structure of potential customers is intended to reduce the volume of customers at the generic provider customers with resources and facilities. They are actually potential customers.

For example, tourist service provider now knows that it can provide comprehensive services for students but at least still can not provide satisfactory conditions for firms carrying out joint actions with their employees.

Protection service provider knows that farms that have addressed the sole crops and large farms can not provide treatments that have small sole.

Upon completion of this phase, the supplier who made the analysis of potential customers know the exact structure. Detailed analysis of

potential customer needs is an activity in which the service provider focusing on each group of potential customers identify and determine the size of facilities that they require, expected quality, deadlines services, etc.

For example, the service provider analyzes in detail the tourist accommodation capacity size that could be requested by students, the number of seats in the rooms, dining space size etc.

The same approach will be made for each type of potential customers. Protection service provider will be concerned with knowing the type of chemicals that are approved by potential customers, the frequency of phytosanitary treatments performed, the optimal duration of implementation etc.

Therefore services have a complex composed of a series of service facilities or services. Forming a package. Conversely, not all of these facilities or services are equally important for the client: can dispense possibly some others when it considers an integral part of basic service.

For example: transport services booking services are very important for clients, while catering services located within these units are not considered basic necessities.

It is therefore necessary to know the comparative priority of a complementary service in conjunction with other complementary services. We refer here to the basic service covers the key needs of the customer for purchasing this package.

From the previous example: on a scale of 1 to 10 places booking services has 7 points and noted the importance of the catering for 3 points.

Then, the service provider will make substantial efforts to provide reservation services of the highest quality and if you have additional resources will also provide catering services. Important to know the report of several criteria is desirable to know a simple analysis tool - technical priorities.

Technical priorities is a classification of activities, objectives or other criteria as the importance they have.

Usually it is not difficult to ascertain which the most important activity that must operate is in a reduced set of activities.

In contrast, when the number of activities to achieve raise people have difficulties in setting priorities among the most important activities and also among the least important.

In addition, it is not known is the intensity with which expresses the importance of each criterion. In these circumstances we do not know the extent to which each influences the current activity. For example, an economic unit has three objectives: profitability, quality, traceability and environmental protection.

Each of these objectives is of particularly high. At first glance we can say that profitability is the most important objective. However, appear to be equally important other objective. In addition, if you should divide 100 units of resources to achieve these objectives do not know the weight for each objective.

Table 1

Determining priorities and weighting of the criteria

	Criterion (objective)		Ni	Imp	%
1	gross profit	111111	6	I	37,5
2	rate of return	1111	4	III	25,0
3	product quality	1	1	IV	6,3
4	security	11111	5	II	31,3

Priorities technique involves comparing the importance of each criterion with all others. The first stage compares profitability criteria and compared with itself (to which the score is 1) and then with the other criteria. It will score each criterion noted in the column.

Further all other criteria will be compared with each other. Total points will allow the importance of each objective knowledge.

For example, the most important objective is followed by the average profitability, quality and final product traceability. Weighting of the criteria will determine the percentage ratio between the note and the amount of notes.

$$P_i = \frac{N_i}{\sum_n N_i} \times 100$$

where:

Pi – criterion weight i,

Ni – note criterion i.

According to the example, of 100 units of resources will be directed to obtain a return 37.5 units additional to the environmental units 31.3, 25.0 and 6.3 to the quality of products by their traceability.

Determining the budget for the customer services is the stage where the service provider

tries to know the amount that his client is willing to spend to acquire service.

Methodology necessary for obtaining this information is specific socio-economic surveys of land and involves making a questionnaire or an interview with a representative group of potential customers.

CONCLUSIONS

Information resulting from the analysis of demand for services will be required to achieve supply analysis services provider to establish a

competitive position and quantification of market price or pricing.

Analysis of demand for services offered include profiling the application, identifying their needs, matching needs with resources, the level of priority needs and determine the budget available.

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