





# ***Sullivan's Flooring Concept***

**Thecasesolutions.com**



# Overview

## Thecasesolutions.com

Background

Competitors

Service innovation

The consequences

Advantage gained by implementing  
innovation



# Background

**Thecasesolutions.com**

Created in 1983

Showroom and service department

Average of 1,100 cars/year

Financial trouble

Service department = core product



# Competitors

## Thecasesolutions.com

Located close to Sullivan Ford Auto World

Garage chains

Other Garages



# Service Innovation

## Thecasesolutions.com

### 7PS

#### Product

Thecasesolutions.com

Create Tutorials

Dedicated Area



#### Physical evidence

Building renovation

#### Process

Computers



Website



#### Place

Thecasesolutions.com

The service will be provided in the service department under the supervision of engineer

#### Promotion

Thecasesolutions.com

Word of mouth

Social network



#### People

Geographic segmentation

Need based segmentation

Psychographic segmentation



#### Price

Do not really know at this moment



# Product

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Create Tutorials

Dedicated Area



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