

MBA Case Study Harvard Case Solution & Analysis

Executive MBA Case Study



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- Wan kamal
- Safura



INTRODUCTION
PRODUCT
SERVICES
PRO & CONS
PRODUCT VS SERVICES

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PRODUCT
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PRODUCT VS SERVICES

Detail 3

CASE STUDY

Service quality has always been the core issue in hospitality industry. Many a times if service provided is not up to par, the hotel business will be threaten. In relation to business and operations how do you think service will have an impact? Similarly, product is equally important. If the product is sub-standard it will not satisfy the patrons.

Thus, is both service and product equally important or individually has its own importance. Example there are restaurant with outstanding product but the service is just not up to par but the business is thriving with lots of patrons.

In your opinion, how do you justify their importance and how can one achieve optimum result in relation to service and product.



Detail 3

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Detail 2

Detail 3

Detail 4

