

SERVICE IN THE SYSTEM OF PRODUCT POLICY IN IKEA

N.B. Yuriev^a, Y.A. Zeremskaya^b

Tomsk Polytechnic University

^a student, Institute of Humanities, Social Sciences and Technologies, Tomsk Polytechnic University

^b language advisor, PhD, Institute of Humanities, Social Sciences and Technologies, Tomsk Polytechnic University

Abstract: The paper investigates the role of service in the product policy in IKEA. It presents current status of service in the system of marketing communications. The author shows the method of triple service used by IKEA.

Keywords: service, product policy, market, IKEA, marketing, business, communications.

Nowadays, in the circumstances of highly competition, companies are constantly fighting for clients. That is why it is hard to imagine that companies don't try to create their service and product policy in the best way. When there are problems with product sales, requirements for companies which provide this service are growing. High level of service of quality products necessarily causes an increase in its demand. Also it improves the company's prestige and commercial success. (Скрынникова, 2012)

Modern consumer places high demands on the seller which is associated with a special attitude towards him as a buyer. Creation of a strong and competitive service is the object of attention of all companies which have shown themselves successful in the domestic and foreign markets.

The research of this topic has explored very well. The problems of service in the system of product policy are studied by such authors as F. Kotler, L.Rudenko, I. Skrynnikova, J. Walker and several Russian and foreign authors.

According to many researchers and practitioners, today competition is not between products but between their complements, such as product packaging, advertising, consulting services for buyers.

In this paper service is examined in the system of product policy of the Swedish furniture and household products company, IKEA.

It can be said that the service in product policy plays a big and important role. Product policy involves a certain action plan regarding the goods and every successful company must have this plan, and if it necessary to go to extreme measures.

In this plan service takes one of the top positions, but it usually cannot be felt by consumers. However, when they buy the goods they get extras in addition to them. For example, such extras as advices from shop assistant or after-sale service. Goods, whose sales are supported by good service call "improved goods" in marketing. (Бутенко, 2004)

As it was mentioned, we live in a time when most markets are already oversaturated or close to this. Manufacturers and sellers have to be different from the total mass anyway. Besides advertising and other marketing communications, it is necessary to use the service in business. To be effective, company must follow the right strategy, good relationship with the consumers, high standards of service. Employees must be well trained and prepared to reduce defects to a minimum.

For a detailed study, the service in the system of product policy of international company IKEA was chosen.

IKEA makes furniture for people with different habits, tastes, demands and revenue level. The company offers a wide assortment of quality and functional products for people who want to make their house more comfortable, convenient and beautiful.

IKEA tries to make its product policy available and it is able to satisfy the needs of majority of people.

Unique features of the service allow the company to be one of the first world leaders in this market. IKEA performs the method of triple service: pre-sales service, during-sales service and after-sales service. Each of this service type effects on the formation of customer's relations, and allows the company to grow in the right way.

The pre-sales service IKEA includes such things as:

- making a shop-list online
- checking of goods in stock online
- guide to buying online
- program of 3d modeling of interior online
- monthly catalog and booklets

During-sales service includes:

- self-service and product testing
- delivery of furniture
- special services for children, veterans, large families, disable people
- loyalty cards and gift certificates
- food service
- design of offices for corporate clients

After-sales service compares next items:

- exchange and return policy
- advice on interior design and self-assemble of furniture
- opportunity for feedback

Thus, we can see how important it's to use the service in a system of product policy of a company. It makes your business more competitive and successful, as well it allows do make the customer more loyal to your company. That is why, if the company wants to exist, it is necessary not to forget about the service.

References

1. Скрынникова, Ирина Анатольевна Маркетинг в сфере услуг : учебное пособие для вузов / И. А. Скрынникова. —М.: Изд-во МГУ, 2012. — 203 с.
2. Бутенко Н.В. Основы маркетинга: учебник для вузов М.: Издательство — полиграфический центр «Киевский университет», 2004. — 140 с
3. Официальный сайт ИКЕА в России [Электрон.ресурс]. — Режим доступа: <http://www.ikea.com/ru/ru/>, свободный. Дата обращения 26.11.13

Yuriev Nickolay Borisovich – Student at the Institute of Humanities, Social Sciences and Technologies of TPU.

E-mail: nickolas_sawyer@mail.ru