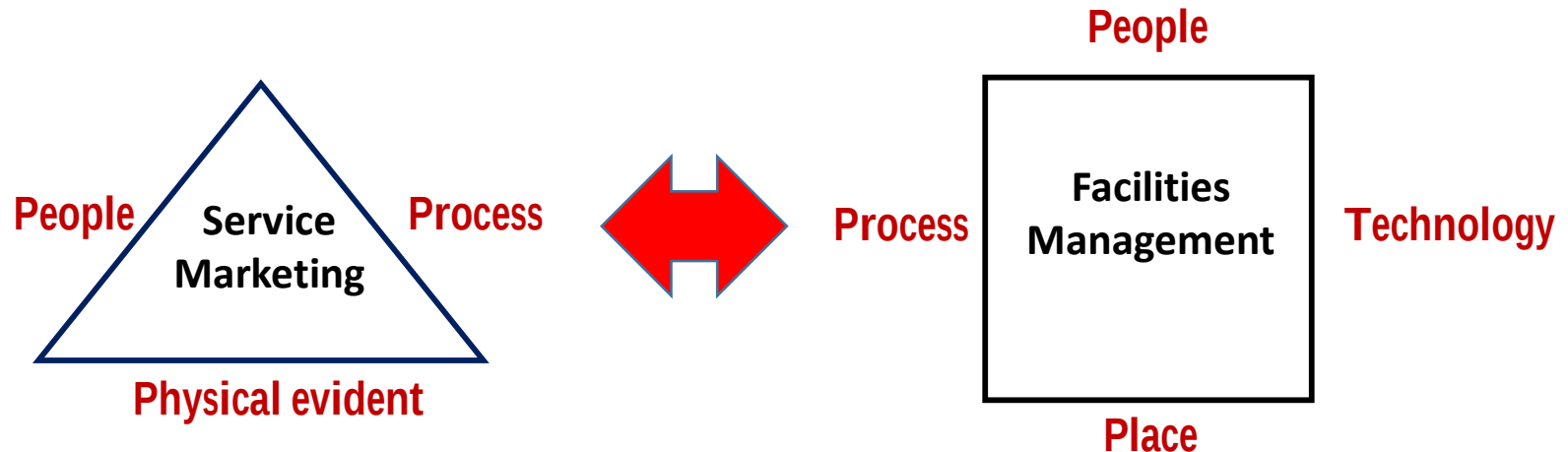


Extended Marketing Mix vs. Facilities Management

People

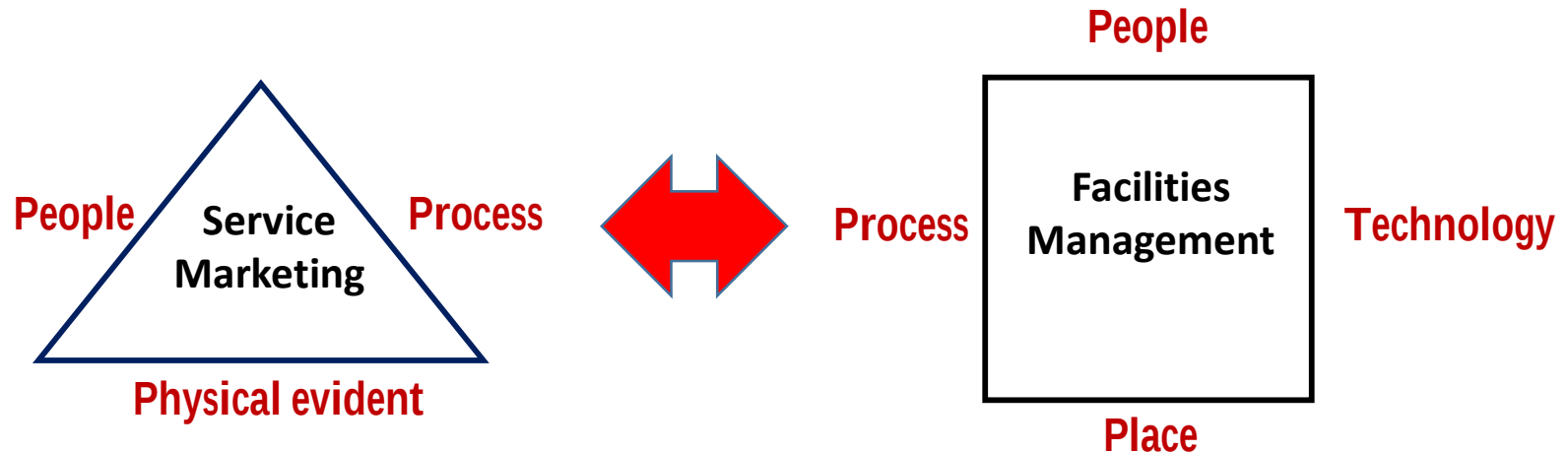
- about end user and service provider
- about human resource and talent management
- about developing and sharing knowledge
- about culture and management style



Extended Marketing Mix vs. Facilities Management

Process

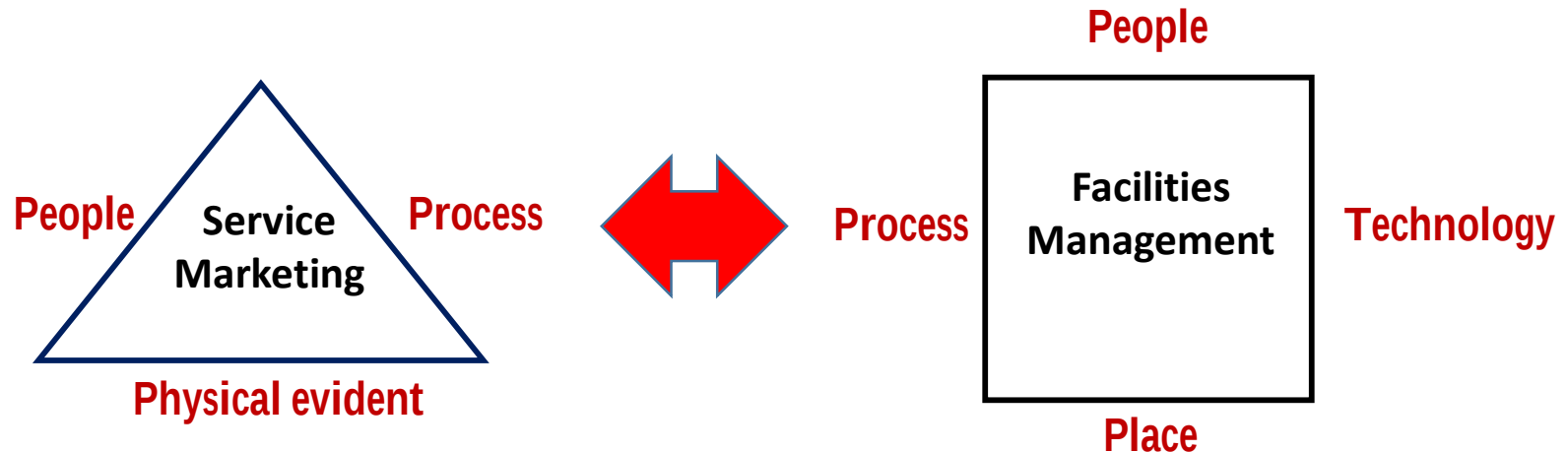
- the business processes for service delivery
- must be value added, effective, efficient and user friendly
- communication is important to avoid confusion and promote a consistent service.



Extended Marketing Mix vs. Facilities Management

Physical Evident / Environment

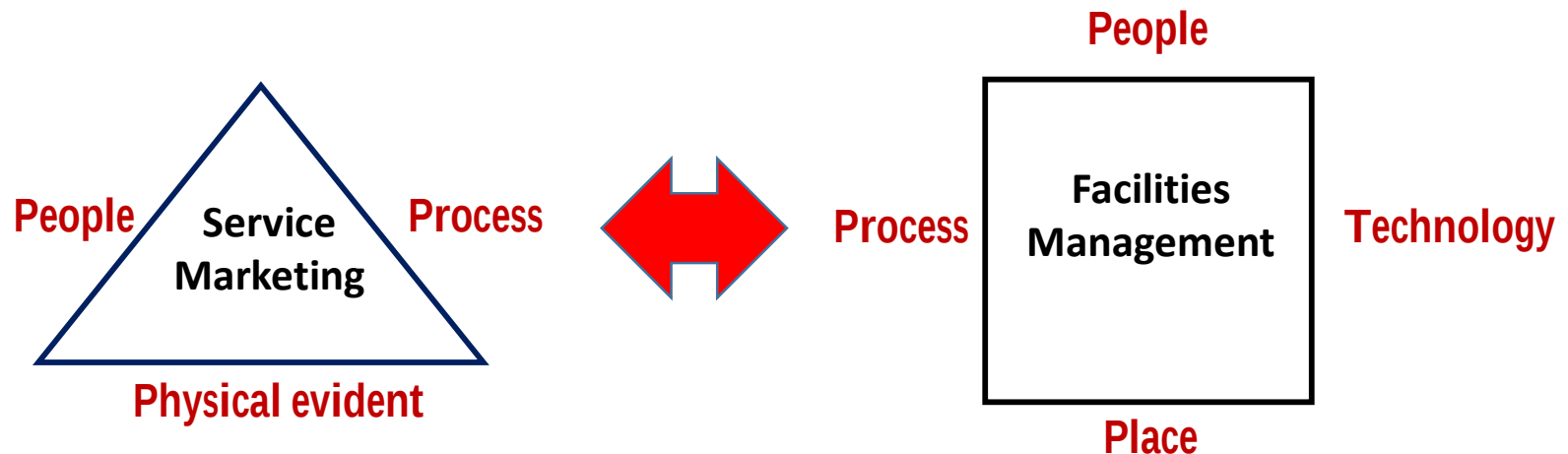
- about ambient conditions (temperature, air quality, odor)
- space layout (furniture / equipment setting)
- sign, symbols (indication and communication)



Extended Marketing Mix vs. Facilities Management

Technology

- about the new developing techniques, skills and methods that used the production/delivery of service
- became increasingly important and affected the organization by improving their competitive advantage.



Extended Marketing Mix vs. Facilities Management

Uniqueness of Extended Marketing Mix

- 1. People**
- 2. Process**
- 3. Physical evident**

Principles of Facilities Management

- 1. People**
- 2. Process**
- 3. Place**
- 4. Technology**

