

## BUSINESS BITE

Qantas's core physical product is the planes it uses, such as the new A380. This product includes a seat on such a plane, ranging from economy, premium economy, business and first class flyers. The economy class seat is 18.1' wide, ergonomic, with an adjustable headrest, storage space and personal in-flight entertainment screen. In contrast, business class Skybeds are seats that can recline fully flat, have a massage feature, extra ergonomically designed cushioning, storage and a larger widescreen entertainment screen. Qantas offers a full range of services to accompany its product. Flight attendants serve meals, clean up and provide refresher towels. The timetable is also a service as it is intangible. Other services include Qantas holidays, Frequent Flyer and even a limousine service.



### Activity 1.2 Comprehension

- 1 Identify the range of services provided in the tourism industry.
- 2 Outline the mix of goods and services provided in the media industry.
- 3 Describe the differences in the nature of service-based businesses and those that produce goods.
- 4 Explain how a beverage manufacturing business can achieve product differentiation through operations.
- 5 Analyse the importance of technology when providing services in the healthcare industry.