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Service Marketing
Chapter - 2
Classification and Types of Services

2. Commercially oriented services:

The main objective of commercially oriented services is to earn profit. These service-providing organizations are found in both public and private sectors - Government services, such as Indian Airlines, Ashoka Hotel Group, Air India, etc. Most services are found in the private sector, such as banking services, hotel services, hospitals, etc.

3. Non-commercial services:

Many organizations work only to provide services, not to earn profit. For example, public parks, public libraries, public toilets, etc., built by municipalities. These organizations work to provide services to society.