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PRODUCT	SERVICE
<ul style="list-style-type: none"> • Products are objects or systems made available for consumer. 	<ul style="list-style-type: none"> • Services are transactions where no physical goods are transferred.
<ul style="list-style-type: none"> • Tangible. 	<ul style="list-style-type: none"> • Intangible.
<ul style="list-style-type: none"> • Products are manufactured, stored & transported. 	<ul style="list-style-type: none"> • Can not be manufactured, stored & transported.
<ul style="list-style-type: none"> • Can be returned or replaced 	<ul style="list-style-type: none"> • Cannot be returned or replaced.
<ul style="list-style-type: none"> • Homogeneous 	<ul style="list-style-type: none"> • Heterogeneous
<ul style="list-style-type: none"> • Concrete. 	<ul style="list-style-type: none"> • Activity or process
<ul style="list-style-type: none"> • Capital Investive 	<ul style="list-style-type: none"> • LABOUR INVESTIVE

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* PRODUCT:-

A product can be classified as tangible or intangible. A tangible product is a physical object that can be perceived by touch most goods are tangible products such as:-

Football where as services and ideas are intangible.

* SERVICE DESIGN:-

It is an activity of planning and organizing people, infrastructure, communication and material components of a service in order to improve its quality and the infrastructure between the service provided & its users as a whole.