

EE382 1/2021

Group Assignment 11: Service demand

1. Do you think your group service industry is “consumer service” or “producer service” (In other words, it is related to “final demand for service” or “intermediate demand for service”)
2. What could be factors affect demand of your group service industry
3. How can you apply the concept of “hierarchy of needs of product and service consumption” to your group service industry.
4. Do you think your group service industry has high or low income elasticity of demand.

Deadline: October 21th, 2021 (midnight)

Note: Please name your file in the group assignment folder as

Assignment_11_Service_demand