

Assignment 1: Service characteristics

1. Choose one service industry.
2. Explain whether the chosen service industry fits in with all “[six general characteristics of service](#)”? Also describe at least three possible problems that might occur in the business based on those characteristics.
3. Do you think the chosen service industry has high or low level of [interaction/customization](#) and high or low [level of labor intensity](#)? Explain

Deadline: Tuesday August 24th, 2021

Note: Please name your file as [Assignment_1_Service_characteristics](#)