



# Hizmet Pazarlaması

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# Hizmet Pazarlaması - Giriş

- ❖ Alvin Toffler – Üçüncü dalga
- ❖ 1980'li yıllar
  - ❖ Arz talep dengesindeki bozulma
  - ❖ Yıkıcı rekabet
- ❖ 1990'lı yıllar – yeniden yapılandırma
  - ❖ Teknolojik gelişmeler
  - ❖ Dünya pazarlarının küreselleşmesi
  - ❖ Bilgi toplumuna geçiş aşamaları
  - ❖ Ürünlerin ömürlerindeki kısalma
  - ❖ Pazara yeni ürünler sunma süresindeki azalma
  - ❖ Sürekli değişen müşteri beklentileri
- ❖ Günümüzde hizmet faaliyetleri rekabet unsuru

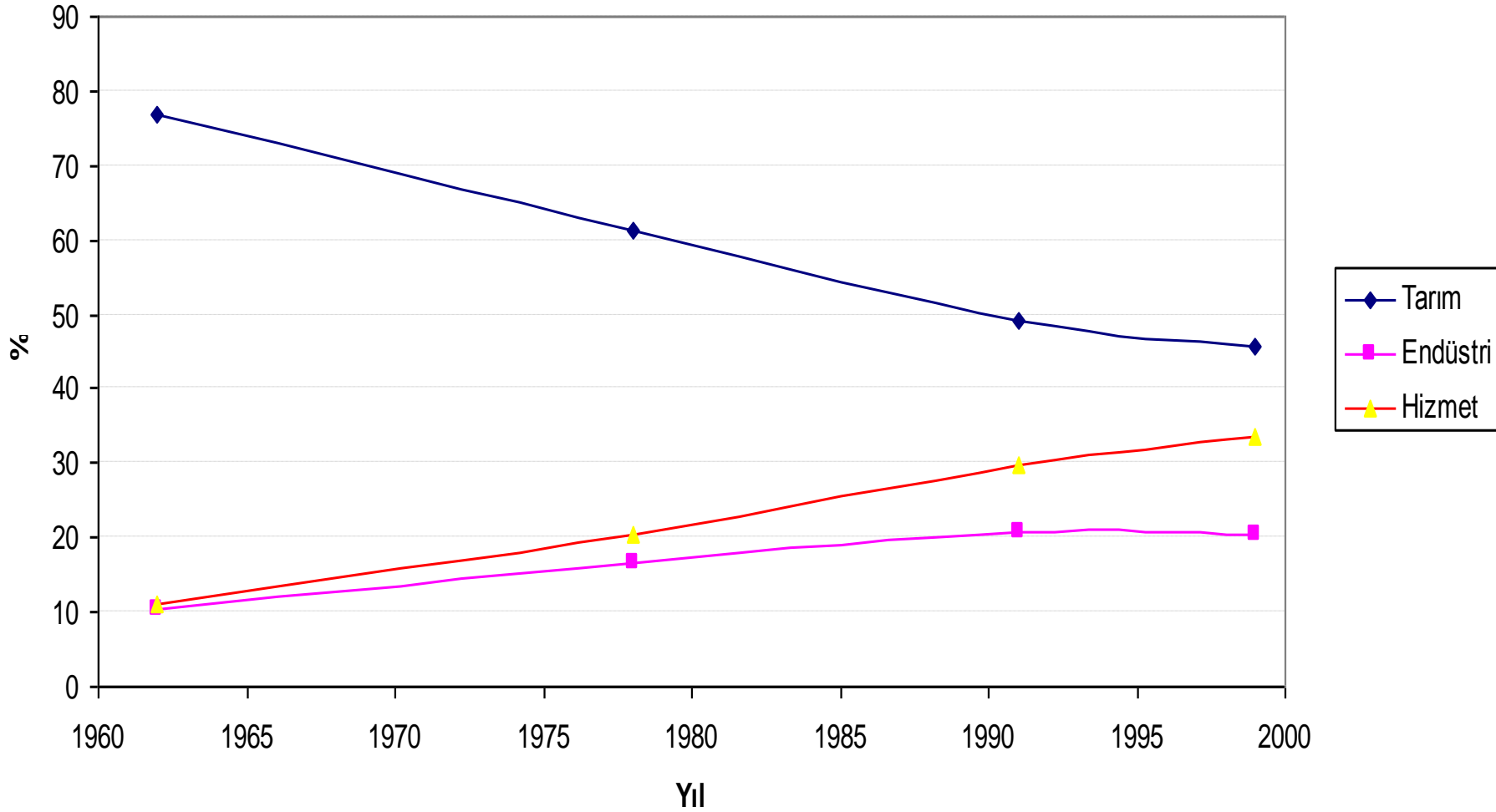


# Sektörlere Göre İstihdam (1998 yılı)

Ülke	Tarım (%)	Sanayi (%)	Hizmet (%)
Almanya	3	35	62
Fransa	4	25	71
İtalya	7	32	61
Portekiz	14	36	50
İspanya	8	30	62
Türkiye	43	23	34



### Türkiye'deki Sektörel İstihdam





# Sektörlere Göre İstihdam (2010 yılı)

Ülke	Tarım (%)	Sanayi (%)	Hizmet (%)
Türkiye	25	26	49

Ayrıntılı bilgi için bkz. TOBB'un 2010 yılı Ekonomik Raporu =>  
<http://www.tobb.org.tr/Documents/yayinlar/ekonomikrapor2010.pdf>



# Hizmet Sektöründeki Büyümenin Nedenleri

- ❖ Zenginliğin artışı
- ❖ Daha fazla boş zaman
- ❖ İşgücündeki kadın oranının artışı
- ❖ Yaşam beklentilerinin artması
- ❖ Ürünlerin daha karmaşık oluşu
- ❖ Yaşamın karmaşıklığının artışı
- ❖ Ekolojiye ve kaynakların kıtlığına verilen önem
- ❖ Yeni ürünlerin sayısının artması



VİKİPEDİ  
Özgür Ansiklopedi

gezinti

- Ana sayfa
- İçeriğe göz at
- Seçkin içerik
- Rastgele sayfa
- Yardım
- Deneme tahtası

katılım

- Vikipedi hakkında
- Topluluk portalı
- İş birliği projesi
- Köy çeşmesi
- Son değişiklikler
- Bağışlar

ara

Git

Ara

araçlar

- Sayfaya bağlantılar

madde tartışma değiştir geçmiş

## Kişi başına GSMH'ye göre ülkelerin listesi

Vikipedi, özgür ansiklopedi

Kişi başına GSMH göre ülkelerin listesi (2007):<sup>[*kaynak belirtilmeli*]</sup>

Sıra	Ülke	Kişi başına düşen GSMH Amerikan Doları
2	Lüksemburg	76.224
3	Norveç	65.785
4	İzlanda	56.364
5	Katar	53.539
6	İrlanda	49.533
6	İsviçre	49.485
7	Danimarka	48.530
8	Amerika Birleşik Devletleri	44.168
9	İsveç	39.562
10	Kanada	38.659
11	Hollanda	38.232
12	Avusturya	37.378



# Hizmet nedir?

- ❖ Gayri maddi olan ve gereksinimleri gideren tüm faaliyetler (Sarıyer 1996)
- ❖ Bir faaliyetin temel amacı veya unsuru olarak tüketici isteklerini giderici nitelikte, belirlenebilen soyut çabalar (Üner 1994)
- ❖ Üretildiği anda alıcıya değer aktaran soyut bir ürün (Konya 1998)





# Hizmetlerin Özellikleri

- ❖ Soyutluk (dokunulmazlık, fiziksel varlığa sahip olmama)
- ❖ Heterojenlik (türdeş olmama)
- ❖ Üretim ve tüketimin eş zamanlılığı (ayrılmazlık)
- ❖ Dayanıksız olmaları (stoklanamama)



# Fiziksel Ürünler ve Hizmetler Arasındaki Farklar

## ❖ Fiziksel ürünler

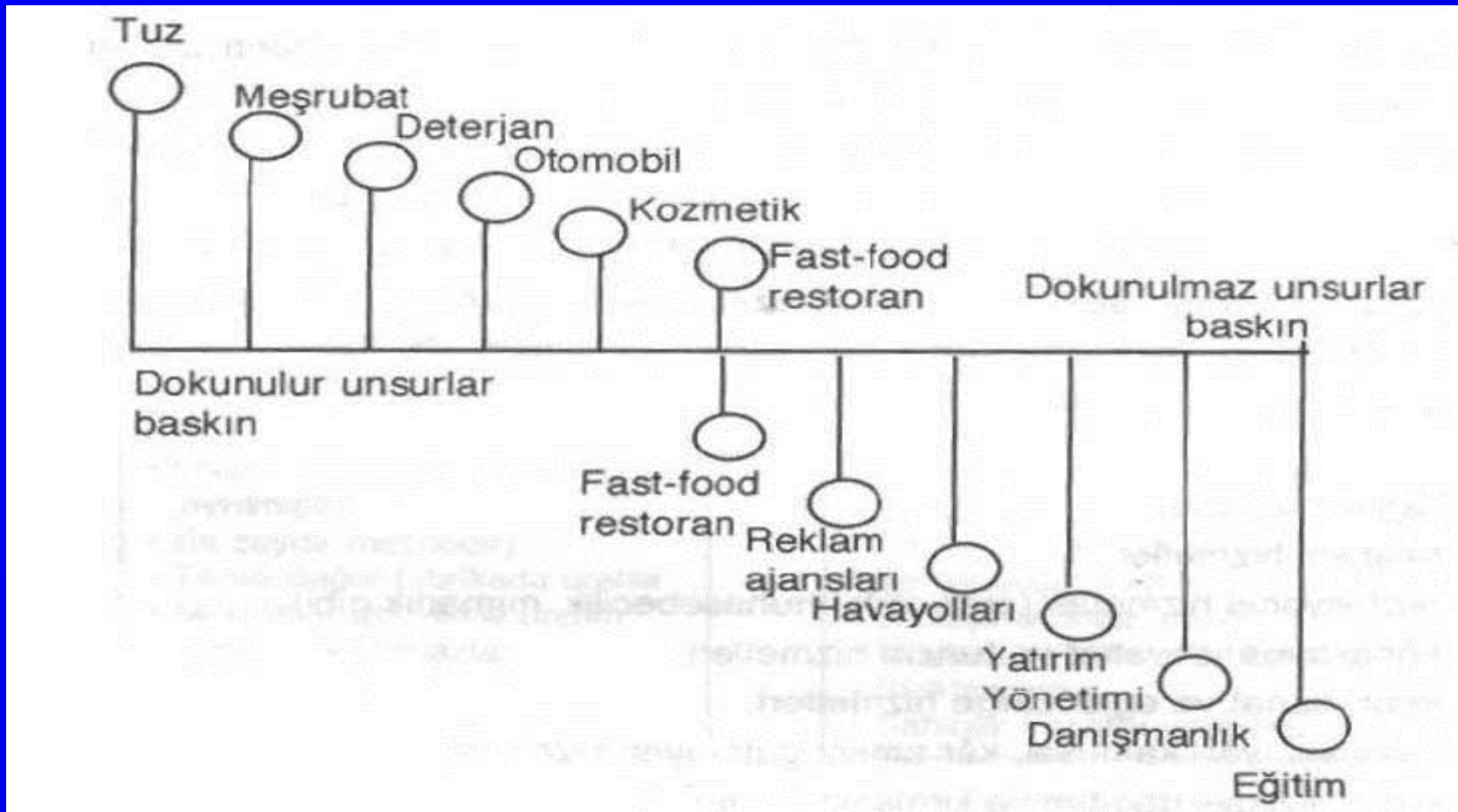
1. Dokunulabilir
2. Türdeş
3. Üretim ve dağıtım tüketimden ayrı
4. Bir nesne söz konusu
5. Temel değer fabrikada üretilir
6. Müşteriler genellikle üretim sürecine katılmaz
7. Stoklanabilir
8. Sahiplik transfer edilebilir

## ❖ Hizmetler

1. Dokunulamaz
2. Türdeş değil
3. Üretim ve tüketim eş zamanlı süreçlerdir
4. Bir faaliyet ya da süreç
5. Temel değer, alıcı ve satıcı etkileşimlerinde üretilir
6. Müşteriler üretime katılırlar
7. Stoklanamaz
8. Sahiplik transfer edilemez



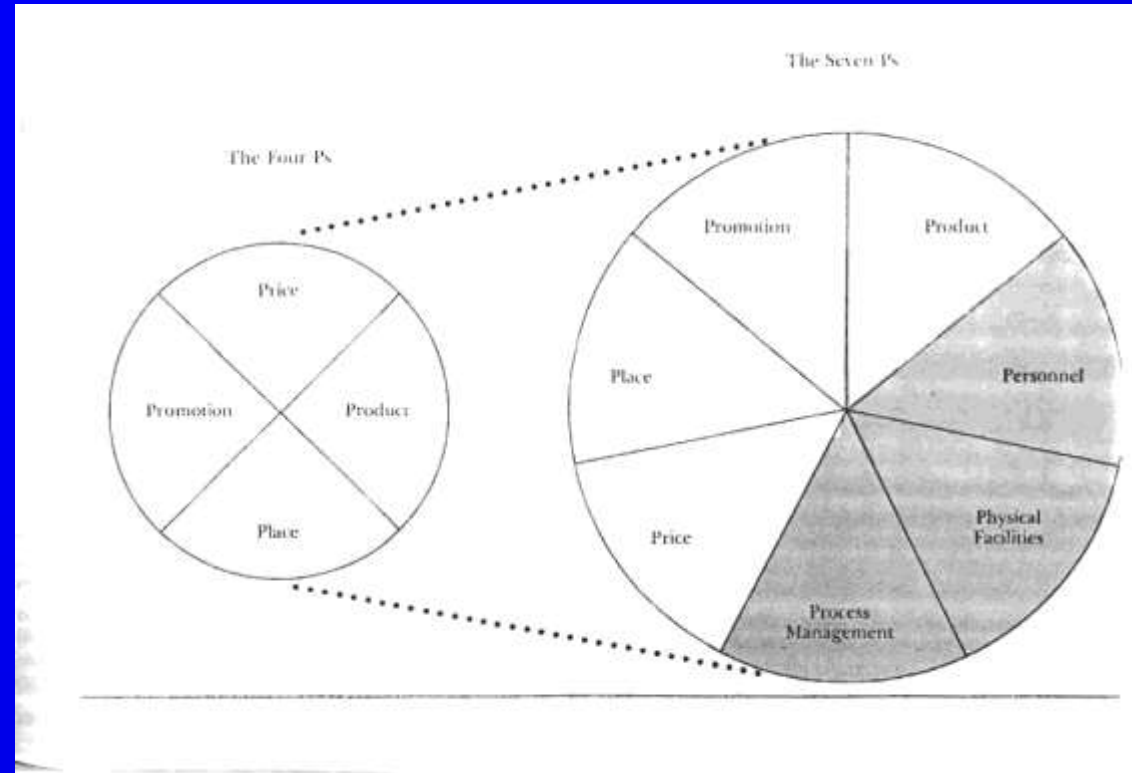
# Dokunulabilirlik Özelliğine Göre Sıralama - Örnek





# Hizmet Pazarlama Karması

- ❖ Hizmet
- ❖ Dağıtım
- ❖ Fiyat
- ❖ Tanıtım
- ❖ İnsan
- ❖ Fiziksel olanaklar
- ❖ İşlem yönetimi





# Hizmet

- ❖ Miktar
- ❖ Kalite
- ❖ Seviye
- ❖ Marka
- ❖ Hizmet çizgisi
- ❖ Garanti
- ❖ Satış sonrası hizmetler



# Hizmet Boyutları

- ❖ Çekirdek (core) hizmet
  - ❖ Tüketicinin gerçekten aradığı şey ne?
  - ❖ Hizmet hangi gereksinimi tatmin ediyor?
- ❖ Somut (tangible) hizmet
  - ❖ Hizmetin özellikleri, niteliği, tarzı, markası
- ❖ Tüm (augmented) hizmet
  - ❖ Toplam maliyet ve fayda



# Dağıtım

- ❖ Zemin
- ❖ Sunum kanalları
- ❖ Sunum sigortası



# Fiyat

- ❖ Seviye
- ❖ İskonto
- ❖ Komisyon
- ❖ Taksit dönemleri
- ❖ Farklılık





# Tanıtım

- ❖ Reklâm
- ❖ Kişisel satış
- ❖ Satış promosyonu
- ❖ Genele açıklık
- ❖ Halkla ilişkiler



# Tanıtım Neleri Gerçekleştirmeye Çalışır?

- ❖ Hizmetin faydasını potansiyel müşterilere haber vermek
- ❖ Müşteri ile hizmeti bir araya getirmek
- ❖ Hizmeti önceden kullanan kişiye daha sonra bunu hatırlatmak
- ❖ Uygun imajı sağlayacak talebi elde etmek
- ❖ Hizmet ve örgütü farklılaştırmak



# İnsan

- ❖ Eğitim
- ❖ Karar yetkisi
- ❖ Taahhüt
- ❖ Uyarım
- ❖ Görünüş
- ❖ Tavırlar
- ❖ Katılma derecesi
- ❖ Müşteri iletişimi



# Personelin Niteliğini Yükseltmek İçin Yapılması Gerekenler

- ❖ Hizmet personelinin özenle seçilmesi
- ❖ Pazarlama hakkında hizmet içi eğitim
- ❖ Çalışanların tutarlı davranışlar içerisinde bulunmalarını sağlayacak uygulamalar
- ❖ İş ilişkilerine dayalı bir yapı
- ❖ Personeli dikkatli bir şekilde kontrol etmek



# Fiziksel Olanaklar

- ❖ Çevre
- ❖ Mobilya
- ❖ Renkler
- ❖ Mizanpaj
- ❖ Kolaylaştırıcı aletler
- ❖ Havalandırma



# Hizmet İşletmesinin Fiziksel Ortam Boyutları

1. Ortam koşulları
2. İlişkili düzen ve fonksiyonel olma
3. İşaretler, semboller ve maddeler (Bitner 1992)



# İşlem Yönetimi

- ❖ Politikalar
- ❖ Süreçler
- ❖ Makinalaşma
- ❖ Karar mekanizması
- ❖ Müşteri katılımı
- ❖ Müşteri yönlendirmesi
- ❖ Aktivite akışı



# Kâr Amacı Gütmeyen Pazarlama

- ❖ Pazarlamanın kapsamındaki genişleme
- ❖ 1960'ların ikinci yarısı
- ❖ 2002 yılı sonrası kâr amacı gütmeyen kuruluşlarda pazarlama kullanımı %94
- ❖ Kâr amacı gütmeyen kuruluş: Kişilerin yaşamlarını olumlu yönde değiştirmeyi amaç edinen ve bu amaca yönelirken maddi çıkar beklemeyen kuruluş





# Kâr Amacı Gütmeyen Kuruluşlar

- ❖ Dinle ilgili kuruluşlar
- ❖ Sosyal kuruluşlar
- ❖ Kültürel kuruluşlar
- ❖ Eğitim kuruluşları
- ❖ Koruyucu kuruluşlar
- ❖ Politik kuruluşlar
- ❖ Hayır kurumları
- ❖ Sosyal sorumluluk kuruluşları (Kotler 1982)



# Kâr Amacı Gütmeyen Kuruluşların Özellikleri

- ❖ Kâr amacı gütmeme üzerine odaklı
- ❖ Temel amaçları topluma değer katmak
- ❖ Genellikle hizmet üretimi ağırlıklı faaliyetlerde bulunuyorlar
- ❖ Kuruluşların başarılarını ölçmede kullanılacak ölçüt geliştirmek kolay değil



# Kâr Amacı Gütmeyen Kuruluşlar ve Pazarlama

- ❖ Rekabetin artması
- ❖ Hizmet kalitesinde düşüş
- ❖ Teknolojinin hızlı bir şekilde gelişmesi
- ❖ Maliyetlerin artması
- ❖ Talepteki düşüş
- ❖ Tüketicinin bilinçlenmesi
- ❖ Kamu kuruluşlarında bütçe yetersizliği
- ❖ Toplum içinde olumlu bir imaj edinme isteği
- ❖ Zaman içinde tüketiciye verilen önemin artması



# Kâr Amacı Gütmeyen Pazarlama Türleri

- ❖ Kişi
- ❖ Yer
- ❖ Düşünce
- ❖ Kurum



# the David Beckham pages

www.davidbeckhampages.net

Home | Profile | Statistics | Facts | News | Articles | Multimedia | Store | Links

## SITE UPDATES

- 26/03 - Match Statistics
- 26/03 - News
- 20/03 - Match Statistics
- 15/03 - News
- 14/03 - Off the Pitch gallery
- 12/03 - News
- 10/03 - Real Madrid Gallery
- 09/03 - Match Statistics
- 06/03 - Updated Quiz
- 06/03 - News

## INTERACTIVE

Select Option

## WALLPAPER



## SITE STATISTICS

ADDFREE STATS  
new Go  
W3C XHTML 1.0

paulsworld.co.uk  
A Paulsworld website

Welcome to the David Beckham pages.

David Beckham is one of England's true ambassadors for the game of football. Renowned for his spectacular goals and his celebrity lifestyle, he is an idol and hero to many.

These pages are dedicated to bringing you only the best quality news, images and information on one of England's finest, talented, fashionable and skillfull footballers.

## RECENT NEWS STORIES

- 

**Beckham casts doubt over future**  
David Beckham has questioned his future with Real Madrid after his children were targeted by paparazzi.
- 

**Beckham invests in Greenwich Academy**  
David Beckham has prepared for his retirement by launching a football academy to which he has pledged millions of pounds.
- 

**Beckham set to open football school**  
David Beckham will open the first of his international soccer schools near the Millennium Dome.

## MATCH INFORMATION

**LAST MATCH**  **26 March 2005**   
International World Cup 2006 Qualifier  
England 4 - 0 Northern Ireland

**NEXT MATCH**  
**30 March 2005**  
International WCQ  
England v Azerbaijan 

**UPCOMING FIXTURES**  
**03 April 2005**  
Primera Division  
Albacete v Real Madrid 

**10 April 2005**  
Primera Division  
Real Madrid v Barcelona 

**17 April 2005** 

**LA LIGA - PRIMERA DIVISION**

	Team	Pld	Pts
1	FC Barcelona	29	68
2	Real Madrid	29	57
3	Betis Sevilla	29	48
4	Villarreal	28	47
5	Valencia	29	46
6	Espanyol Barcelona	29	46
7	FC Sevilla	29	46
8	Atletico Madrid	29	43

## tDBp STORE



# the David Beckham pages

[www.davidbeckhampages.net](http://www.davidbeckhampages.net)

[Home](#) | [Profile](#) | [Statistics](#) | [Facts](#) | [News](#) | [Articles](#) | [Multimedia](#) | [Store](#) | [Links](#)

## tDBp STORE

### Welcome to the tDBp Store

The tDBp Store brings you the best quality David Beckham related goodies for you to buy. Here you can buy everything from books, DVDs, Computer games and posters to football shirts and clothing so you can dress like the man himself.

Supplied by our partners ASOS.com, Kitbag.com, Amazon and Allposters you can be sure to receive secure and excellent service when you buy.

Departments

[amazon.co.uk](http://amazon.co.uk)

[kitbag.com](http://kitbag.com)

[AllPosters.com](http://AllPosters.com)



SHIRTS & CLOTHING



BOOKS & PUBLICATIONS



DVD & VIDEO



POSTERS

Star Buy

#### DAVID BECKHAM 2005 CALENDAR

*Published by Danilo*

Get the new 2005 David Beckham Calendar featuring the latest pictures of Beckham

Price : £7.99

# Beckham pages

www.davidbeckhampages.net

[Home](#) | [Profile](#) | [Statistics](#) | [Facts](#) | [News](#) | [Articles](#) | [Multimedia](#) | [Store](#) | [Links](#)

## DESKTOP WALLPAPER

### Latest Wallpapers

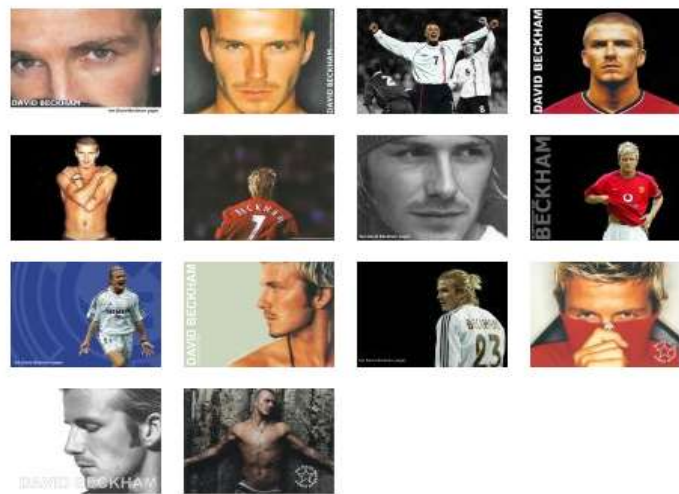


## DOWNLOAD NOTES

Files are in JPEG format.

Wallpaper is available in **800x600** and **1024x768** resolutions.

The correct resolution wallpaper will be selected for you automatically. If you have a smaller or greater screen resolution the nearest size will be selected.





On Monday, Beckham kicks off a promotional tour in Japan, where his popularity transcends his soccer skills and advertisers clamour to cash in on his fame.

One of the biggest sports names in marketing, Beckham's brand was recently estimated to be worth 200 million pounds (\$334.5 million) by the Observer newspaper.

"He's an interesting phenomenon," said sports public relations expert Karen Osborne at London-based agency Cohn and Wolfe.

"There are not many people in sports who can be paralleled, people that literally step out of the sports fame into general fame and will go down in history."

Beckham, 28, has been at the centre of transfer speculation for weeks and has been linked with a move away from Manchester United to Barcelona, AC Milan or Real Madrid.

As Beckham's soccer star has risen the player has popped up on billboards and television screens around the world.

Adidas pay him to wear their boots, he has worn clothes for Marks and Spencer, his talked-about hair was the platform for Brylcreem and he has donned designer sunglasses for Police.

#### ADVERTISERS' DREAM

But just how has the quiet footballer who joined Manchester United as a schoolboy become such a hot property off the pitch?

"He is incredibly photogenic and he has a lot of fans," said Osborne, whose clients include Coca-Cola and England's Premier League.

"People have a compassion for him because he has not always been a hero through and through. When he cried, when he had problems, when he was sent off, people certainly felt compassion for him," she added.

Beckham's name could fulfil every advertiser's dream -- guaranteed media coverage. That has been enhanced by his glamorous life with pop star wife Victoria, a former Spice Girl.

Beckham's universal iconic appeal was certainly what pushed Vodafone to hook up with the footballer, the British mobile phone giant said.

"We use David as a lifestyle icon. He does not appear in our advertising dressed in football kit, he is always appearing in his own casual clothing," Vodafone's corporate communications director Mike Caldwell told Reuters.

"The great appeal about David is it is universal across the age range. He's liked by children and grandmas and he is liked by football fans and non-football fans," said Caldwell, whose firm are halfway through a two-year contract with Beckham.

Vodafone also use Beckham to advertise in Japan, where the midfielder's fame soared during the 2002 World Cup.

It seems that Beckham cannot lose. He could move anywhere in the world and the advertisers would flock behind him.

"We would clearly look at whether we could use David in our advertising in whichever country he ended up in," said Caldwell.

#### MARKETING APPEAL

British media reports say Beckham earns in excess of 90,000 pounds a week at Manchester United and off-field activities earn him around 10 million pounds more a year.

Some might see photo shoots and advertising tours as a distraction but the English Premier League said it would generally not take issue with players cashing in on their teams' high profiles.

"If anything it is part and parcel of being in a successful team in a successful league," said a spokesman.

#### Today in Sports

[Terry got everything to prove](#)

[Jose did not see the incident](#)

[Almer, Adrian deny Germany win](#)

[Mahindra rally to hold Salgaocar](#)

[Bhupathi-Woodbridge advance](#)

[Briatore riding high again](#)

[Kanwalpreet banned for two](#)

[years](#)

[Safin humbled by Hrbaty](#)

[Ecclestone loses his wheels](#)

[Violence mars WWC qualifiers](#)





# Lets meet where the continents meet



Olimpiyat Oyunları Tarihi, Olimpiyatlar'da Türkler ve  
İstanbul Olimpiyat Oyunları Adaylığı

KITALARIN BULUŞMASI



İSTANBUL 2008



ADAY KENT

# City of Sydney the Official Site

## Visitors

- What's On
- Sydney Sculpture Walk
- Disabled Access
- City Panoramas
- Eat Streets at night
- Transport Links
- Parking in the City
- Shopping



## Residents

- Resident and Community Groups
- Neighbourhood Service Centres
- Waste and Recycling
- Environment
- Child Care Services
- Disabled Access
- Everyday Essentials
- Parking in the City
- Aged Services
- Libraries
- Rates
- Bike Plan
- City South Bicycle Plan
- Redfern Waterloo Partnership Project

## History

- Barani (Yesterday)
- City Archives
- On-line exhibitions
- Archives Image Library
- Sydney History
- Civic History
- Historical Happenings
- more...

## New on the Site

[What's On](#)

[Site Map](#)

[Contact us](#)

[About us](#)

[City Media Centre](#)

[City Store](#)

[City Map](#)



CITY OF SYDNEY

Search

Keyword search

## Business

### Business in the City

- Government & Business Info
- City Statistics
- Chambers of Commerce



Sydney City Marketing  
Licensed Premises Accord

### Development in the City

- Plans and Policies
- DAs on exhibition
- City South Planning Info



Floor Space and Employment Survey  
DA Forms  
Small Permits Appeal Panel  
more...

### Living City Services

- Environment/Quality Management System Statement



more...

## Council

- Your Councillors
- Council Meetings
- Central Sydney Planning Committee

### City Improvements

- Oxford Street
- Glebe Foreshore
- Darlinghurst Road
- more...

### Organisation

- A job with the City
- Organisational Chart
- Human Resources
- Contact List

### One Stop Shop

- Tenders/EOI/Quotes
- Fees and Charges
- Road Closures

### City Store

- Pay your rates on-line
- Council Publications



Historical Publications

### Programs

- City Banners
- Safe City
- Homelessness
- Litter Strategy
- Lights Camera Action
- City South Community Bus

### Publications

- Annual Report
- Report to Ratepayers

## Venues

- Pine Street Creative Arts Centre
- Sydney Town Hall
- Parks and Open Spaces



City Recital Hall

- Customs House
- Recreation Centres and Swimming Pools



The Council of the City of Sydney takes no responsibility for errors or

## City News

29 March 2005

### On Public Exhibition

- Aboriginal & Torres Strait Islander Protocols - until 18 April
- Code of Meeting Practice - until 13 April
- Parking Meters - until 13 April
- Youth Strategy - until 1 April

### Mass Transit for Sydney's CBD and inner suburbs

City of Sydney commissioned report on Mass Transit for Sydney's CBD and inner suburbs.

### The City of Sydney Signage and Advertising Structures Development Control Plan (DCP) 2005

Commenced Monday 28 March 2005.

### Carlton and United Breweries

The Lord Mayor's statement on the withdrawal of Australand from the Kent Brewery site.

### Significant Tree Register

Download the nomination form here.  
Applications close Friday 8 April 2005.

### 2005/2006 Local Community Grants Program

The City of Sydney invites local, non-profit cultural and community service organisations to apply for funds under the Local Community Grants Program.  
Applications close 1 April 2005.

### Oxford Street Upgrade

March update now available to download.

### Operation Cat

In conjunction with the Cat Protection Society, runs until 29 April 2005.

### Prince Alfred Park Draft Plan of Management & Master Plan

View the presentations from workshops 1 and 2.

### Subscribe to City News

### News Releases

## What's On

### KrossArts

It's Playtime in Kings Cross. Sydney's artistic heartland is celebrating March 12 - 26

### More Events

### Subscribe to What's On

# Don't just shop Go to town

## What is Sydney City Marketing?

The [Sydney City Marketing](#) program is based on a collaborative financial partnership between the City of Sydney and major City retailers, restaurant venues and media partners. The program coordinates and delivers cooperative marketing strategies and campaigns to promote the City as the leading retail and lifestyle destination in Australia. The strategies aim to increase visitation and retail spend whilst enhancing the strong City brand identity.

## Who is involved?

- Angus & Robertson
- Chifley Plaza
- City of Sydney
- David Jones
- The Galeries Victoria
- Glasshouse
- GPO @ One Martin Place
- Grace Bros
- Imperial Arcade
- John Fairfax
- King Street Wharf
- McDonalds
- Mid City Centre
- MLC Centre
- News Ltd
- Piccadilly
- Queen Victoria Building
- Skygarden
- Sydney Central Plaza
- The Strand Arcade
- Visa International
- Westfield Centrepoint

## What does Sydney City Marketing do?

A marketing plan is developed each financial year after consultation with all existing partners. The 2003/2004 plan focuses on weekly metropolitan advertising, seasonal campaigns built around special event periods with editorial and promotional opportunities and tourism advertising.

Past marketing has seen a significant number of benefits for partner businesses including increased traffic flow, higher sales and greater awareness of the City as a premier shopping, dining and entertainment destination.

## How to contact us



Keyword Search



City A to Z



Other Areas


[Shopping Walk](#)
[On other sites](#)  
[Sydney Shopping](#)

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[Home](#) | [Registration](#) | [Memorial](#) | [Celebrities](#) | [Survivors](#) | [Stories](#) | [Contact](#) | [About](#)

Dedicated to the **5 million people** who die every year because of tobacco consumption or passive smoking. It is also intended to their survivors, families and friends.

### Memorial

The tobacco victims' memorial is the place to [permanently register](#) the name of a parent or friend who is suffering from tobacco-related disease or who passed away. You may also want to [visit the memorial](#)

### Facts

#### Tobacco Kills.

If you are looking for facts about tobacco related diseases, we invite you to check the Health effects of tobacco on the tobacco encyclopedia: [TobaccoPedia](#).

### Stories

[Read](#) about families and friends of victims. Send us your story, we will publish it in this section. Our email address is:

**victims @ globalink.org**  
(remove the spaces)

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This website is under the auspices of [GLOBALink](#), The International Tobacco Control Community

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V&A South Kensington  
 V&A Theatre Museum  
 V&A Museum of Childhood  
 • More about the V&A Museums

FEATURED EXHIBITION:  
**International Arts and Crafts**

• International Arts and Crafts website • Events • Tickets



**Your Visit**

- Opening Times
- Group Visits
- Gallery Closures
- More on Your Visit

**What's On**

Details of events on this date:

**Things To Do Online**

- Tudor Joust
- Birthday Book
- Families Online
- Dressing the Part
- More Things To Do Online



**Shop Online**

- Bookings & Tickets
- Buying Images
- Shop Online

**Help**

- Having Problems with our Site?

**Exhibitions**

- Style and Splendour
- Joinedupdesignforschools
- Spectres: When Fashion Turns Back
- International Arts and Crafts

**Collections**

Explore the riches of the V&A collections

- Access to Images
- Architecture
- Asia
- British Galleries
- Ceramics
- Contemporary
- Fashion, Jewellery & Accessories
- Furniture & Furnishings
- Glass
- Historic Periods & Styles
- Metalwork
- Paintings & Drawings
- Photography
- Prints & Books
- Sculpture

**News**

- News

**Activities & Events**

- Families
- Courses, Conferences & Lectures
- More on Activities & Events



**Schools & Students**

- Schools Events
- Style Lounge
- More on Schools & Students

**Community Programmes**

- South Asian Programme
- Chinese Programme
- Black Heritage Programme
- More on Community Programmes

**Resources**

- Archives
- National Art Library
- Opinion Service
- More on Resources

**V&A and You?**

- Membership
- Giving to the V&A
- V&A Magazine
- More on V&A and You

**FuturePlan**

- Introduction
- The Garden
- Completed Projects
- More on FuturePlan



**V&A e-newsletter**

Enter your email address here:

- Sample e-newsletter

**London's Olympic Bid**

- V&A supports London's 2012 Olympic Bid



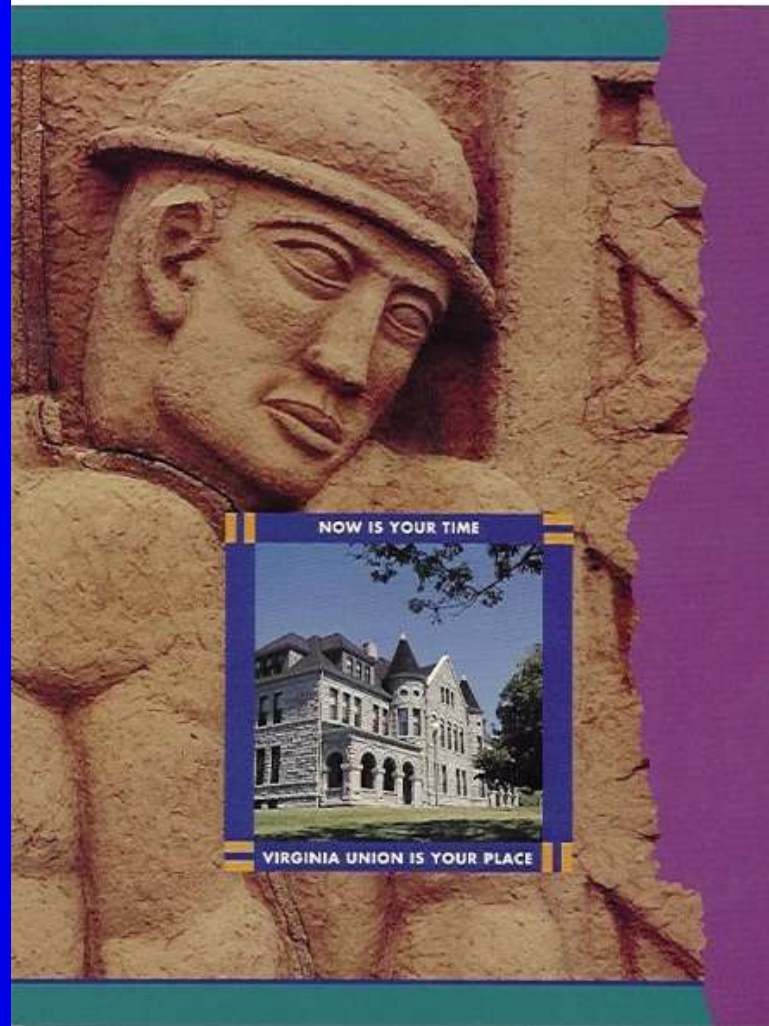
## How We Are Fighting For Your Life



**American Heart Association**

Virginia Affiliate

Virginia Affiliate Headquarters and  
Volunteer Conference Center



**American Heart Association**

Virginia Affiliate

**Heart Action**  
**in**  
**Virginia**





# Kâr Amacı Gütmeyen Kuruluşlarda Fiyatlandırma

- ❖ Üç aşama
  - ❖ Fiyatlandırma amacının belirlenmesi
  - ❖ Fiyatlandırma stratejisinin oluşturulması
  - ❖ Fiyat değişikliğinin yapılıp yapılmayacağı



# Fiyatlandırma Amaçları

- ❖ Dört farklı fiyatlandırma
  - ❖ Gelir artırma (surplus maximization)
  - ❖ Maliyeti karşılama (cost recovery)
  - ❖ Pazar payını artırma (market size maximization)
  - ❖ Pazarı yıldırma (market disincentivization)





# Fiyatlandırma Stratejileri

- ❖ Maliyet ağırlıklı (cost-oriented)
- ❖ Talep ağırlıklı (demand-oriented)
- ❖ Rekabet ağırlıklı (competition-oriented)