

Logistics services:

# 1. The conception of services, specifics, classification of services and logistics processes

Metodický koncept k efektivní podpoře klíčových odborných kompetencí s využitím cizího jazyka ATCZ62 - CLIL jako výuková strategie na vysoké škole



# Services in the European Union

## *Services in general*

At present, the principle of services is explained, for example by American authors Kotler and Armstrong (Vaščíková, 2008), like this: The service is any activity or benefit which can be offered by one party to another party; it is basically **immaterial** (intangible) and the result cannot result in **ownership**. Service production may or may not be associated with a **tangible product**.

## Services specifics:

The most important services features include:

- immateriality,
- inseparability,
- heterogeneity,
- degradability,
- impossibility of its ownership.

## Services classification:

The simplest way of defining the term services is represented by the exclusion method - "services are that **part of the economy that remains after deduction of agriculture, production and mining**".

### *Economic activity:*

- **Primary** sector - primary production
- **Secondary** sector - manufacturing industry
- **Tertiary** sector - services
  1. Branches division
  2. Division according to expediency criterion
  3. Division according to recipient

# Market and non-market services

- Management consulting services,
- Advertisement,
- Sales representative services,
- Legal or tax advice,
- Real estate services, such as real estate agencies,
- Construction, including architects services,
- Organization of trade fairs,
- Car rental,
- Travel agencies,
- Amusement parks, and others.

As for other services, the EU has not liberalized the services market yet. These include mainly national provided (**non-liberalized**) services, as follows:

- Childcare, social housing or services for families,
- Financial services,
- Electronic communications services and networks,
- Services in the field of transport,
- Health services,
- Audiovisual services,
- Gambling,
- Social Services, and others.

# Logistics processes

The flow of material, information, finance, planning, and management is never considered independently; these are **logistics processes**. These concurrent logistics processes have to meet and promote each other at exactly given specific points in order to act synergistically and lead to the most effective achievement of the enterprises's business goals.

## Relevant logistics processes include:

1. Purchase
2. Stocks (inventory)
3. Storage
4. Transport