

TOPIC 1

PRODUCTS AND SERVICES

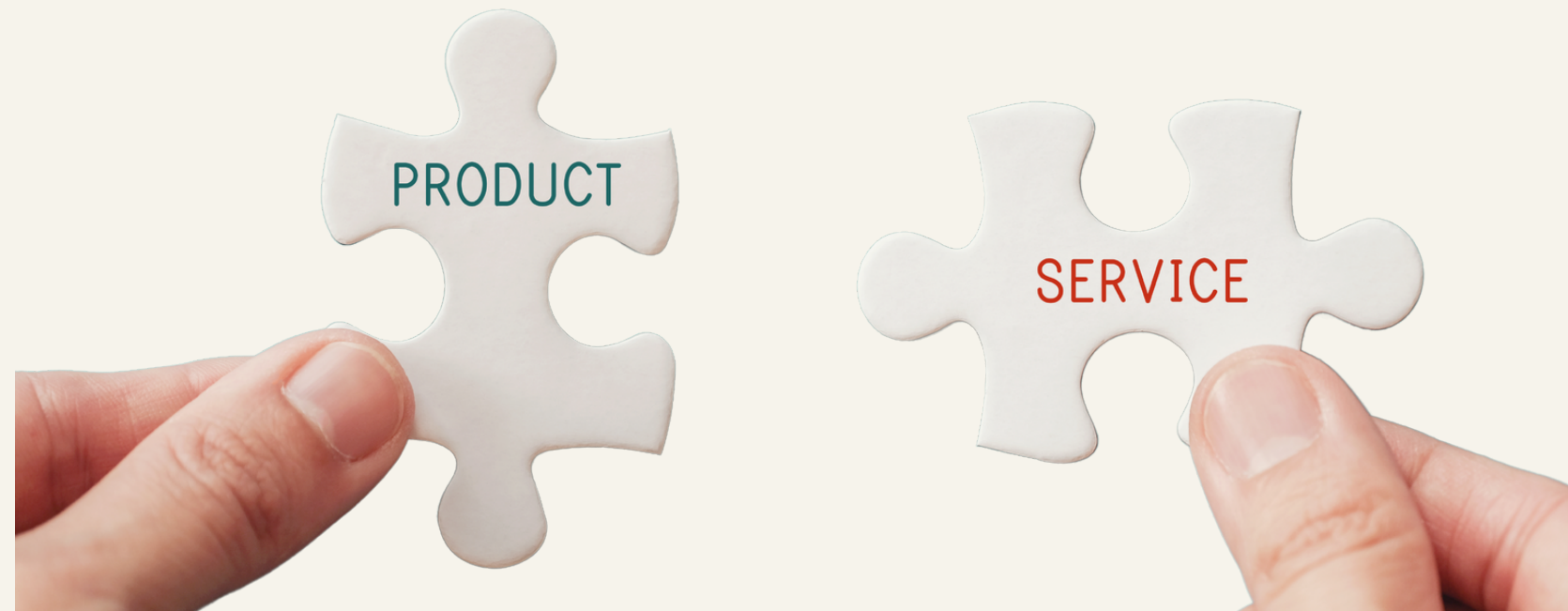
MPU22053
ENGLISH FOR DIGITAL TECHNOLOGY

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TOPIC 1

PRODUCTS AND SERVICES



**E-BOOK
UNIT BAHASA INGGERIS
JABATAN PENGAJIAN AM
POLITEKNIK KUCHING SARAWAK**

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PREFACE

THIS TOPIC AIMS TO EQUIP STUDENTS WITH THE ABILITY TO DESCRIBE PRODUCTS AND SERVICES. THEREFORE, STUDENTS WOULD BE EXPOSED TO VARIOUS RELEVANT AND APPROPRIATE WORDS IN DESCRIBING THE FEATURES, CHARACTERISTICS, AND FUNCTIONS OF PRODUCTS AND SERVICES.

THIS BOOK IS WRITTEN TO SATISFY THE SYLLABUS REQUIREMENTS FOR SUBJECT MPU22053 ENGLISH FOR DIGITAL TECHNOLOGY. IT CONTAINS ALL THE REQUIRED INFORMATION FOR THE STUDENTS TO COMPLETE THE ASSESSMENTS RELATED TO THE TOPIC.

THE CONTENT OF THIS BOOK HAS BEEN PLANNED AND ARRANGED CAREFULLY BASED ON POLYTECHNIC MALAYSIA SYLLABUS. THE CONCEPTS FOR THE TOPIC IS ACCOMPANIED BY DETAIL EXPLANATIONS, FOLLOWED BY EXAMPLES AND PRACTICE.



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(components, parts, characteristics,
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TOPIC 1

PRODUCTS AND SERVICES

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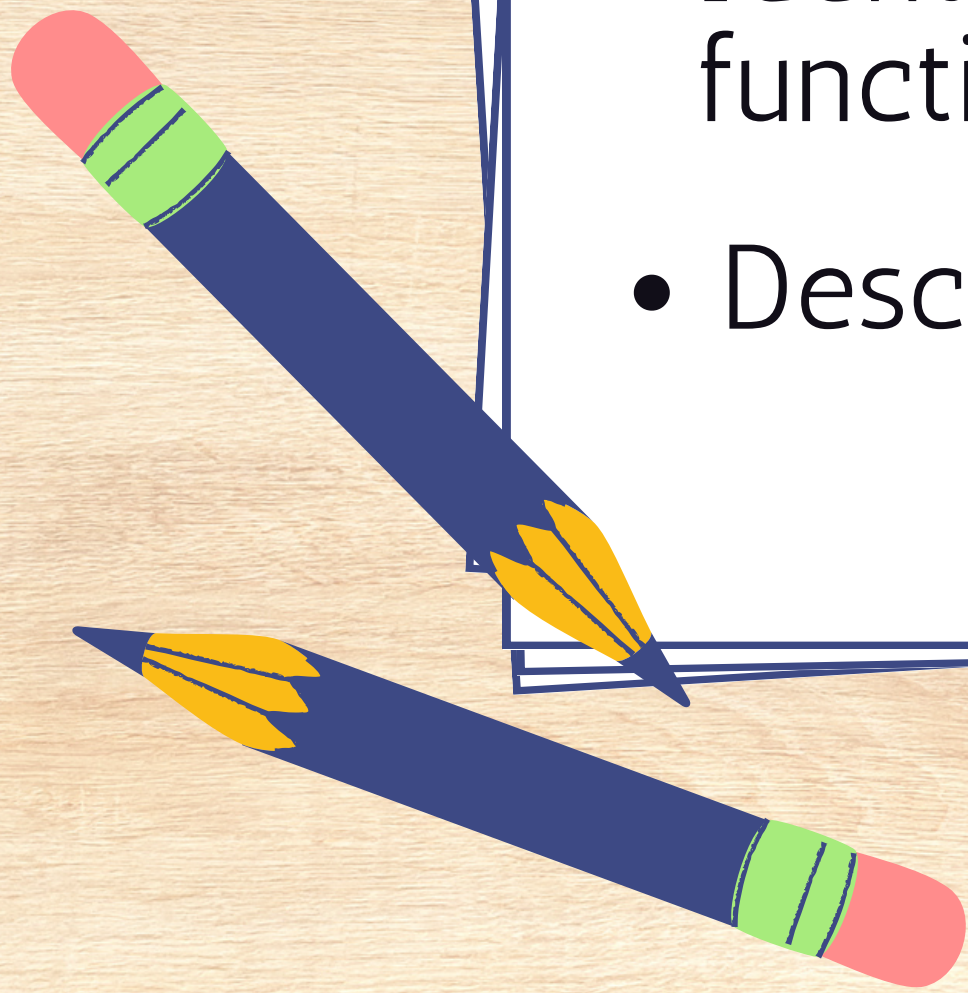
Describe products and services related to Digital technology effectively through presentations by highlighting its features and characteristics that appeal to specific audience.

INTRODUCTION

The aim of this topic is to equip students with the ability to describe products. Therefore, students would be exposed to a variety of relevant and appropriate words in describing the features, characteristics and functions of products.

FOCUSING ON :

- Learning on how to describe a product.
- Identifying features, characteristics and functions of products.
- Describing advantages and benefits of products.



DEFINITION OF PRODUCT

A product can be defined as anything that can be offered to a market for attention, acquisition, use, or consumption that could satisfy a need or want.



HOW TO INTRODUCE A PRODUCT

**INTRODUCING A PRODUCT EFFECTIVELY INVOLVES
CREATING A COMPELLING AND MEMORABLE MESSAGE THAT
COMMUNICATES THE VALUE OF YOUR PRODUCT
TO YOUR TARGET AUDIENCE.
HERE ARE SOME STEPS AND TIPS TO HELP YOU
INTRODUCE A PRODUCT SUCCESSFULLY:**



HOW TO INTRODUCE A PRODUCT

UNDERSTAND YOUR AUDIENCE

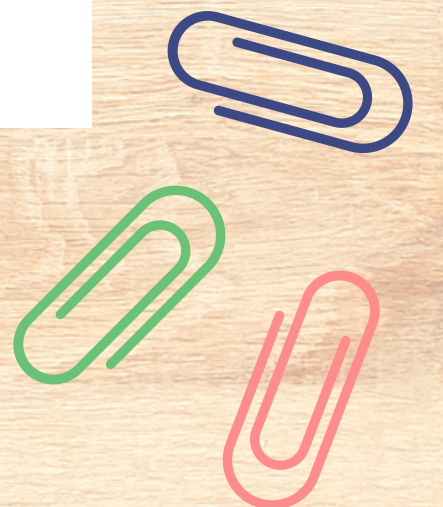
CREATE A COMPELLING STORY

HIGHLIGHT THE UNIQUE VALUE AND BENEFITS

USE ENGAGING MEDIA

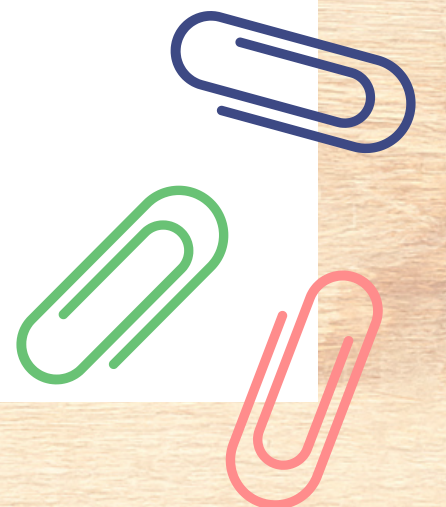
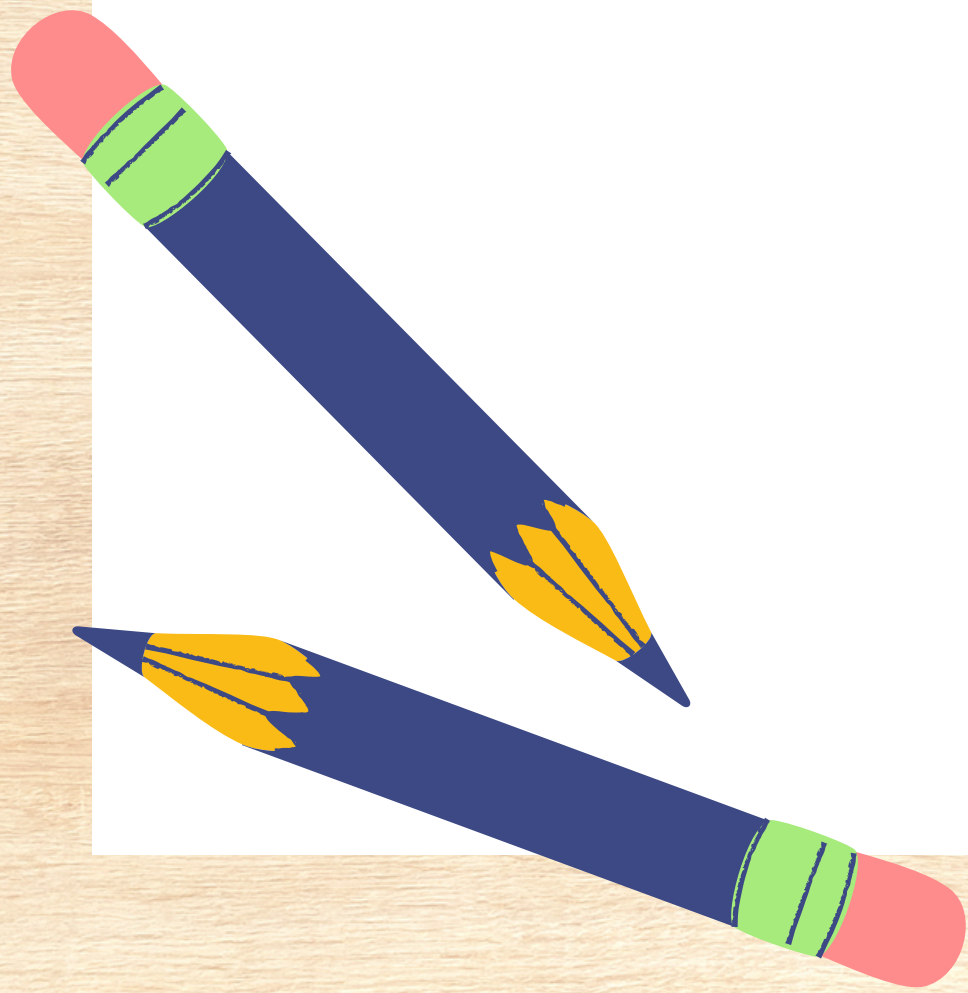
ENGAGE WITH YOUR AUDIENCE

BE FLEXIBLE AND READY TO ADAPT YOUR APPROACH AS NEEDED



INTRODUCE THE PRODUCT

Fresh, clean and stylish – **CUCKOO's Air Purifiers** offer the perfect balance between the three. With CUCKOO's state-of-the-art technologies, CUCKOO's stylish Air Purifiers are capable of **purifying air** from everything that is harmful and unpleasant such as pollen, haze, fine dusts, bad odours, and even bacteria!



INTRODUCE THE PRODUCT

Looking for a smart watch with 1000+ customized combinations?

New look whenever you want

Mi Watch Lite is not just a smart watch, it has its own unique personality. There are three color options for the watch case, five color options for the strap, over 120 themed watch faces and watch face function customization* to satisfy your ever-changing style.



COMPONENTS/PARTS

Components are
identifiable parts of a
product.



CHARACTERISTICS

Characteristic is a distinguishing physical attributes of a product such as dimensions (height, width, and depth), weight, shape, colour, materials/ingredients, durability, speed, quality, etc.

Dimensions and specifications

35g (with strap) 21g (without strap)

Dimensions

41mm * 35mm * 10.9 mm
(11.9mm at HRSensor)

TPU

Water Resistance

5 ATM



FUNCTIONS

11 workout modes

5 ATM water resistance up to 50m

Whether you are indoors or outdoors, Mi Watch Lite keeps track of your movement in real time and supports setting specific workout goals to help improve the results of your exercise.



Outdoor running



Treadmill



Outdoor cycling



Open water swimming



Freestyle



Pool swimming



Cricket*



Trekking



Trail run



Walking




Indoor cycling



FEATURES

Features are the capability of a product or service does or has which will provide benefits to customers.

Mi Watch Lite
Get smart, get fit



Built-in GPS/GLONASS	Stylish 1.4" color display	5 ATM water resistance
120+ watch faces/emoji support	Heart rate/sleep monitoring	Up to 9 days of battery life

COMPARE AND CONTRAST

DEFINITION OF COMPARE AND CONTRAST

- TO NOTE WHAT IS SIMILAR AND DIFFERENT ABOUT (TWO OR MORE THINGS).
- COMPARISON - ARE USED TO SHOW THE SIMILARITIES.
- CONTRAST - ARE USED TO SHOW THE DIFFERENCES.
- HOW CAN COMPARING AND CONTRASTING HELP CUSTOMERS IN MAKING DECISIONS?
CAN HELP THE CUSTOMER TO EVALUATE THE PRODUCTS/ SERVICES BETTER
IN MAKING DECISIONS ABOUT WHICH ONE IS THE BEST.



Connectors of Comparison

- | | | |
|----------------------|---------------------|---------------|
| ✓ Similarly | ✓ In similar way | ✓ Same as |
| ✓ Comparable | ✓ In similar manner | ✓ Just like |
| ✓ In the same way | ✓ Resemble | ✓ The same as |
| ✓ Likewise | ✓ As | ✓ As ... as |
| ✓ As with | ✓ Similar to | ✓ Equal |
| ✓ Equally | ✓ In common | |
| ✓ Just as ... so too | ✓ As well as | |
| ✓ A similar x | ✓ In comparison to | |
| ✓ Another x like... | ✓ Also | |
| ✓ Just as | ✓ By the same token | |





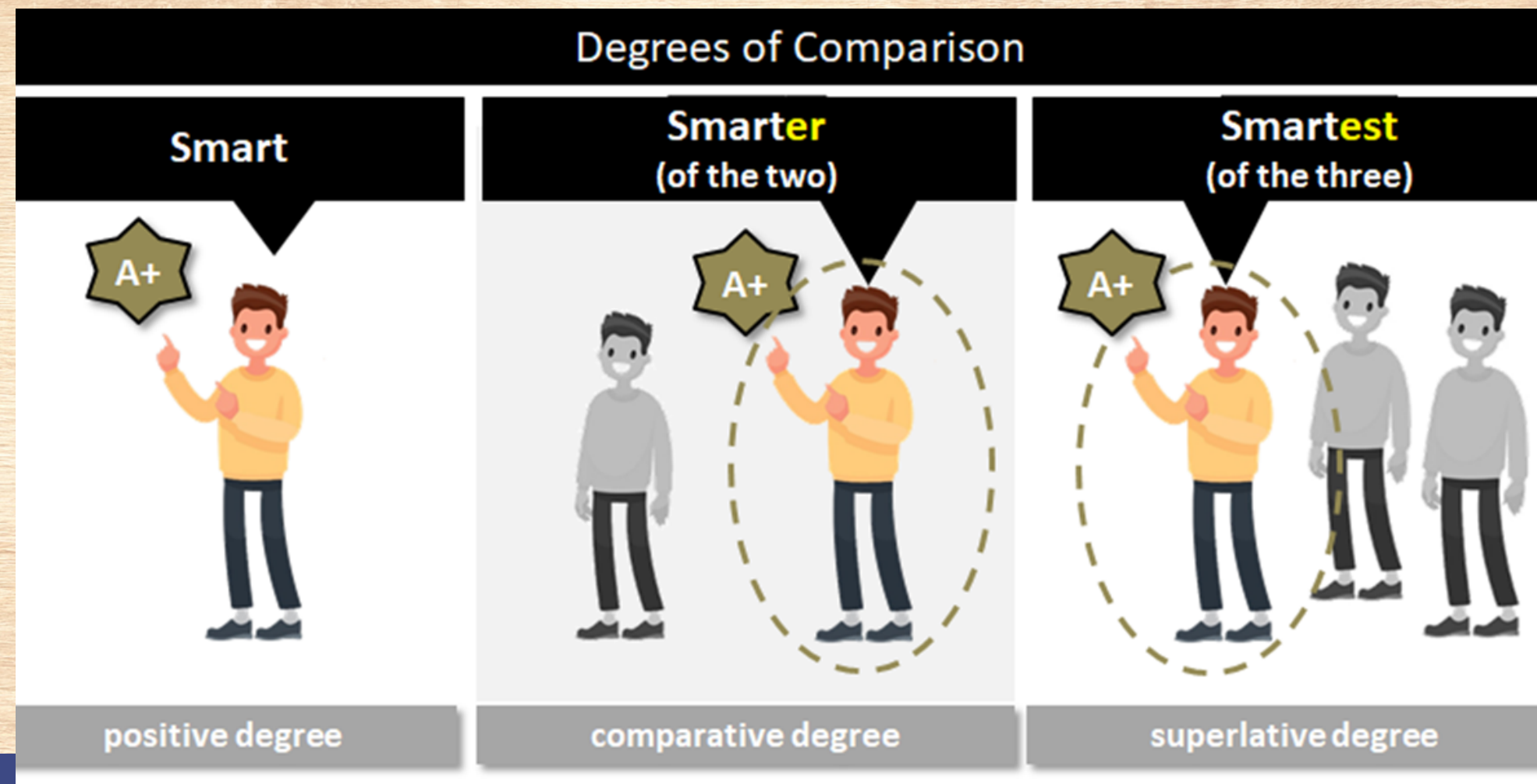
Connectors of Contrast

- | | | |
|-------------------|------------------|---------------------|
| ✓ Whereas | ✓ Nevertheless | ✓ Nonetheless |
| ✓ However | ✓ In spite of | ✓ On the other hand |
| ✓ Yet | ✓ Because of | ✓ Notwithstanding |
| ✓ Despite | ✓ Unlike | ✓ Despite this |
| ✓ Even so | ✓ In contrast to | ✓ Apart from |
| ✓ But | ✓ While | ✓ Otherwise |
| ✓ Although | ✓ Conversely | ✓ Unlike |
| ✓ Though | ✓ Instead | |
| ✓ Even tough | ✓ Alternatively | |
| ✓ On the contrary | ✓ By contrast | |



SUPERLATIVE

A superlative is the form of an adjective or an adverb used to compare three or more things. The superlative form of an adjective is used to show something has a quality to the greatest or least degree. The superlative form of an adverb is used to show something has performed an action to the greatest or least degree



The image shows a stack of papers on a light brown wooden desk. The top paper is white with a dark blue border and contains a list of comparative and superlative forms of adjectives. To the left of the papers are two blue pencils with yellow erasers and green bands. To the right are three paper clips: one blue, one green, and one red. A green notepad with a scalloped edge is partially visible behind the white paper.

big - biggest
black - blackest
bold - boldest
brave - bravest
bright - brightest
cheap - cheapest
clean - cleanest
grand - grandest
great - greatest
loud - loudest
simple - simplest
heavy - heaviest
good - best

COMPARE AND CONTRAST



iPhone XS Max

CPU: Apple A12 Bionic
Storage: 64GB/256GB/513GB
Screen size: 6.5 inches
Resolution 1242 x 2688 pixel
Operating system: iOS 12

VS



Samsung Galaxy S10+

CPU: Snapdragon 855/Exynos 9892
Storage: 128GB/512GB/1TB
Screen size: 6.4 inches
Resolution: 1440 x 3040 pixels
Operating System: Android 9.0



COMPARE AND CONTRAST

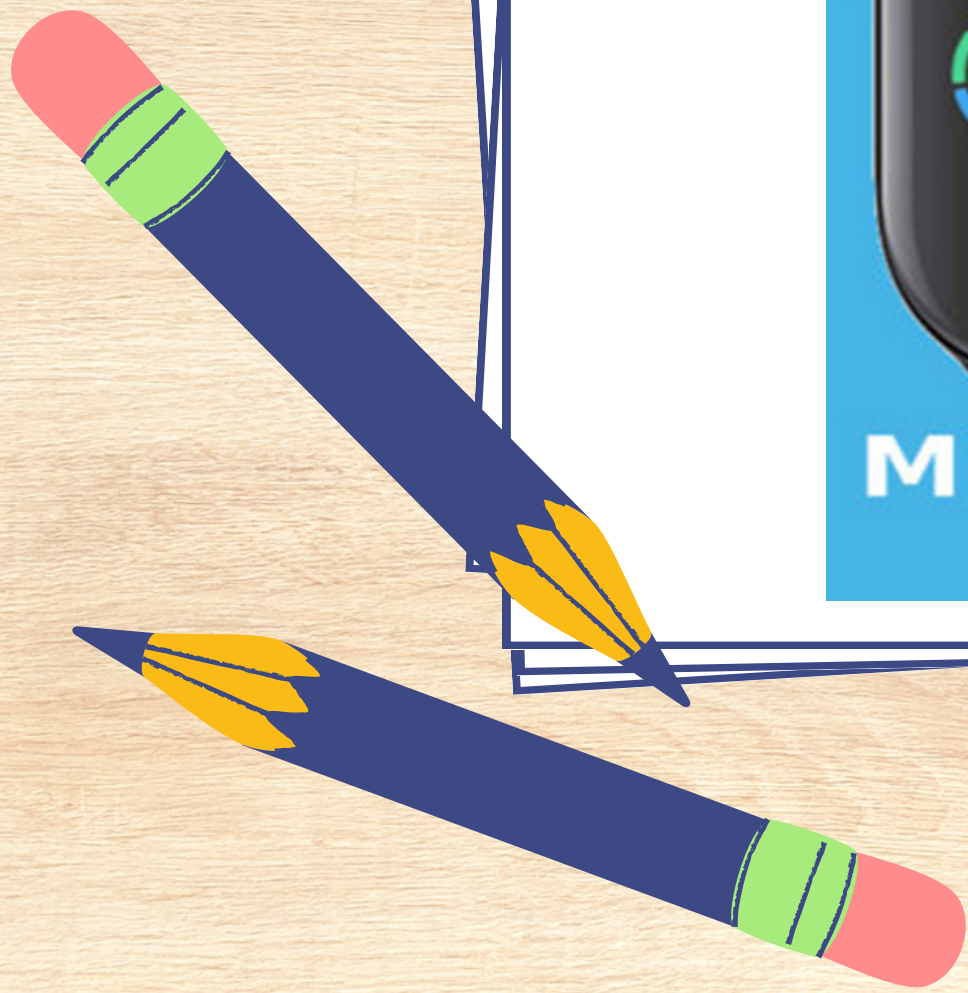




Mi band 5

Mi band 6

VS



Mi band 6 adds an SpO2 blood oxygen saturation monitor, a 50% **bigger** display, Workout history on the band and 30 fitness modes

The **most obvious difference** between this year's Mi band 6 and last year's band 5 is the inclusion of an SpO2 blood oxygen monitor.

Xiaomi has **increased** the Mi band 6 display by about 50%.

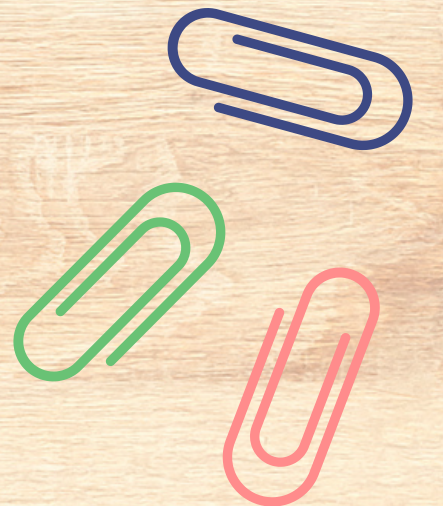
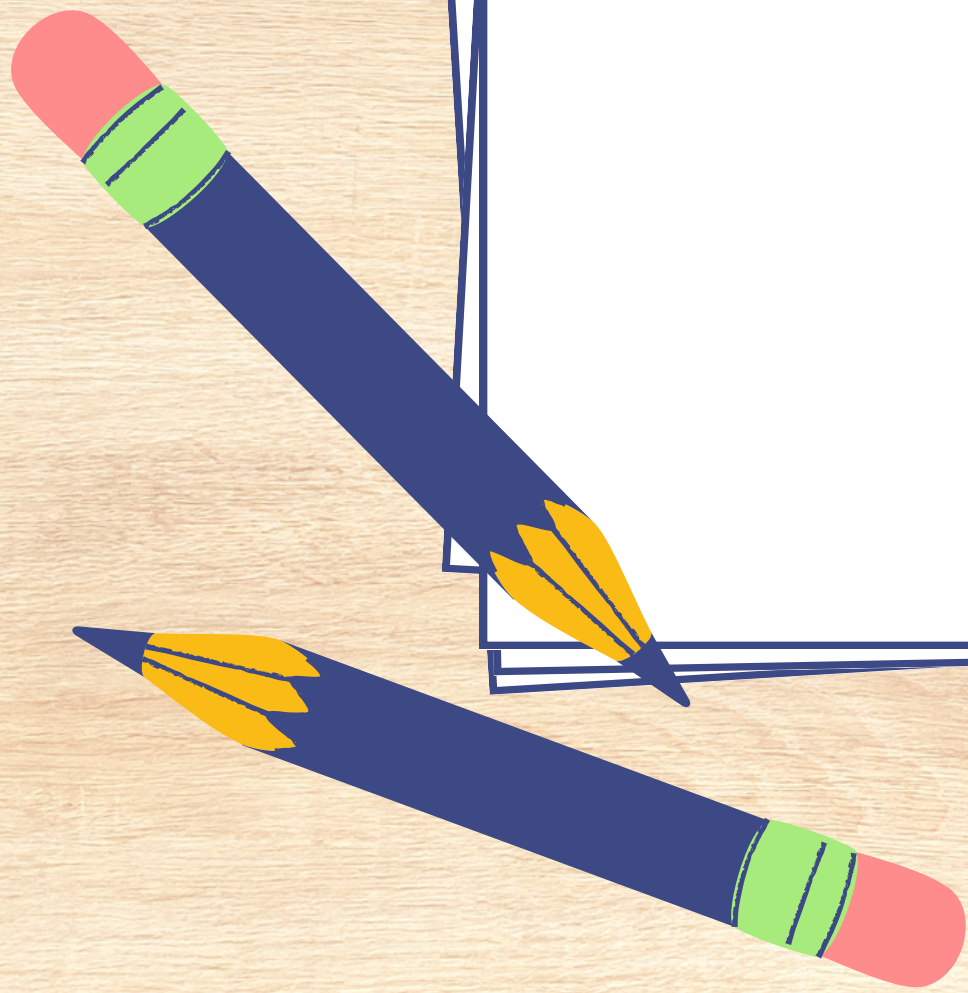
In terms of dimensions, the bands are **more or less** the same width, length and height

Mi band 6 seems to be **slightly more** accurate than the Mi band 5



PRODUCT PiTCHiNG

Defined as the attempts to negotiate and persuade someone to close the deal, finally leading to the sale of the product or service. In business terms, a product pitch is usually the sales presentation designed to convince someone about a product with the ultimate expected outcome being the sale of that product.



HOW TO MAKE A PRODUCT PiTCH?

1) INTRODUCTION

2) CONTENT :-

* CHARACTERISTICS

- * FEATURES

- * FUNCTIONS

- * COMPARISON

3) CONCLUSION



CONCLUDE

Why we
should buy
the product?

Promotion



Contact details

Our Contact Details



Address
street number, city, state



Contact Number
0123456789



Email Address
emailaddress123@gmail.com



Website
www.abc.com

Thanks the
audience

DEFINITION OF SERVICE

A service is something that the public needs which is provided by an organisation or a company and do not result in the ownership of something



TYPES, FEATURES & CHARACTERISTICS OF SERVICES



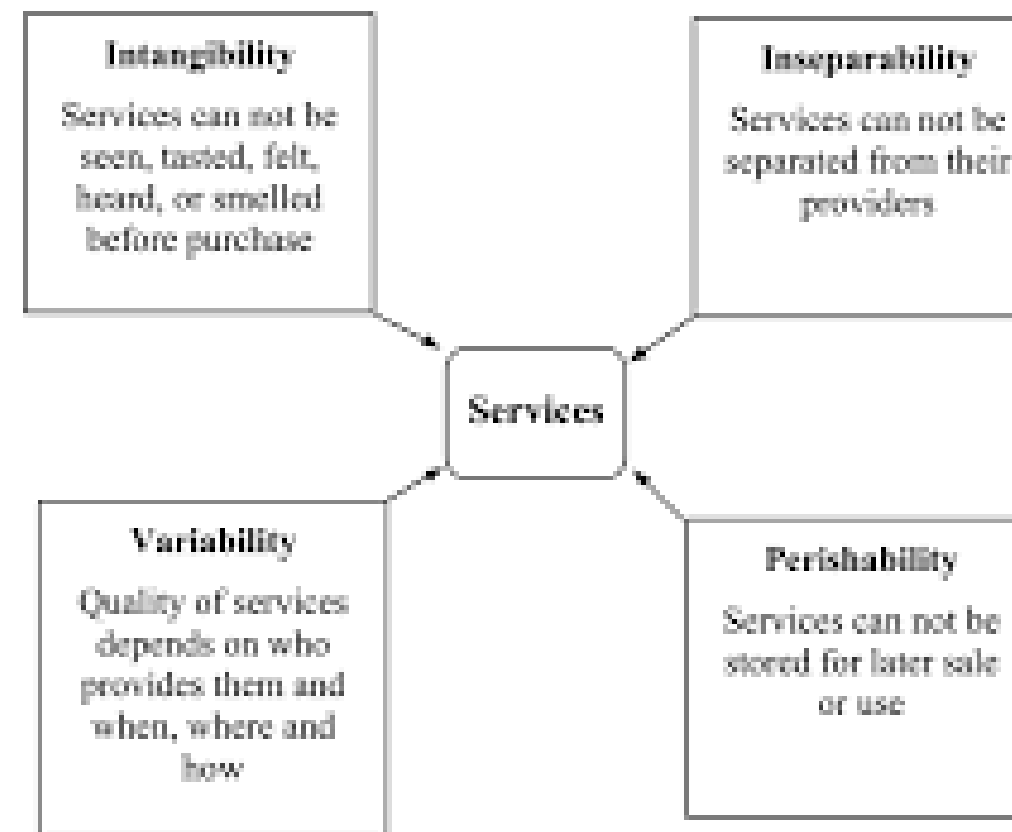
TYPES OF SERVICES

- SERVICES ARE DIVERSIFIED INTO THREE GROUPS; BUSINESS SERVICES, SOCIAL SERVICES, AND PERSONAL SERVICES.
- BUSINESS SERVICES ARE THE SERVICES USED BY BUSINESSES TO CONDUCT THEIR BUSINESS ACTIVITIES.
- SOCIAL SERVICES ARE THE SERVICES PROVIDED BY NGO'S TO PURSUE A CERTAIN SET OF SOCIAL GOALS.
- PERSONAL SERVICE IS A SERVICE WHEREIN EVERY CUSTOMER WILL HAVE A DIFFERENT NEED. EXAMPLES OF PERSONAL SERVICES WOULD BE TOURISM, RECREATIONAL SERVICES, AND RESTAURANTS.

CHARACTERISTICS OF SERVICE

Intangibility, Inseparability, Variability, Perishability

Service Characteristics



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CHARACTERISTICS OF BUSINESS SERVICE

1. Economic activity
2. Continuous process
3. Profit motive
4. Risk and uncertainties
5. Creative and dynamic
6. Customer satisfaction
7. Social activity
8. Government control

Banking, insurance, warehousing, communication services



CHARACTERISTICS OF SOCIAL SERVICE

1. Empathy.
2. Communication.
3. Organization.
4. Critical thinking.
5. Active listening.
6. Self-care.
7. Cultural competence.
8. Patience.
9. Professional commitment

Education, health services, housing programs, and transport services

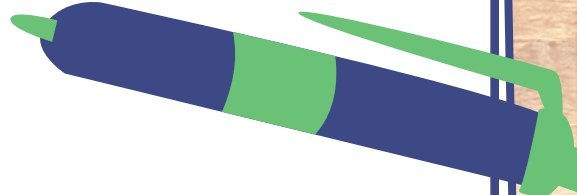




CHARACTERISTICS OF PERSONAL SERVICE

1. Empathy.
2. Honesty.
3. Dependability.
4. Emphasis on customer satisfaction
5. Flexibility
6. Expertise and knowledge
7. Direct interaction
8. Individual attention.

One-to-one services such as hairdressing, training, tourism, restaurant, grocery shopping, and delivery, errand-runner, dry-cleaning delivery and pick-up, seamstress, or tailor services, home cleaning service, private car service.

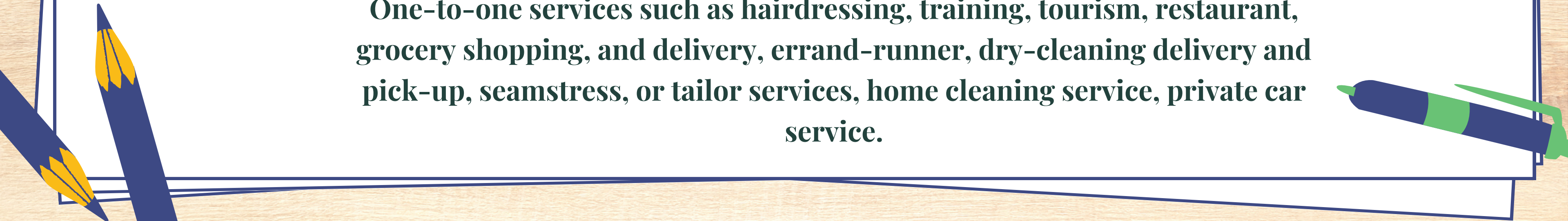


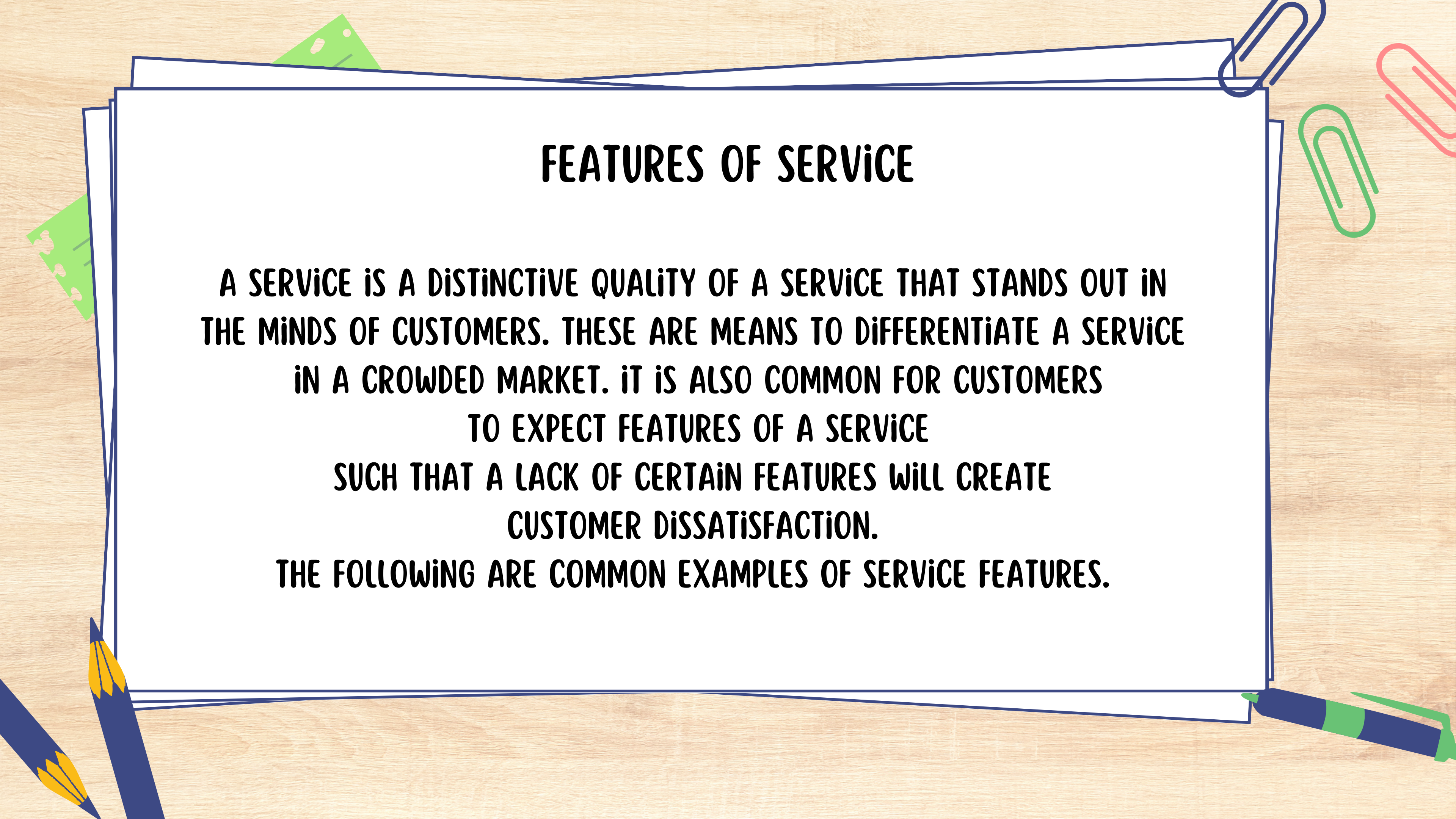


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FEATURES OF SERVICE

A SERVICE IS A DISTINCTIVE QUALITY OF A SERVICE THAT STANDS OUT IN THE MINDS OF CUSTOMERS. THESE ARE MEANS TO DIFFERENTIATE A SERVICE IN A CROWDED MARKET. IT IS ALSO COMMON FOR CUSTOMERS TO EXPECT FEATURES OF A SERVICE SUCH THAT A LACK OF CERTAIN FEATURES WILL CREATE CUSTOMER DISSATISFACTION.

THE FOLLOWING ARE COMMON EXAMPLES OF SERVICE FEATURES.

24/7 availability	Accessibility
Advice and consultation	Ambiance
Amenities	Atmosphere
Attention to detail	Billing accuracy
Billing clarity	Clarity of terms and conditions
Cleanliness	Comfort
Compatibility	Complimentary items
Configuration options	Consistency
Content	Convenience
Customer reviews and ratings	Customer support
Customization options	Delivery options
Directness and candor	Discounts and promotions
Ease of returns	Ease of use
Easy to navigate	Easy to search and discover

Efficiency	Engaging environments
Entertainment	Expertise
Fair pricing	Fairness of terms and conditions
Fast turnaround time	Features for beginners
Features for experts	Features for families
Flat pricing	Flexibility
Free delivery	Friendly staff
Functionality	Guarantees
High availability – never down	Immersive experiences
Information	Installation
Learnability	Liveliness
Locations	Loyalty programs
Luxury experiences	Maintenance



SERVICE DESCRIPTION GUIDELINES

- **State the type of service provided**
- **State the location and working hours of the service provided**
- **State the scope and nature of the service provided**
- **State the strengths of the service and provide testimonies**
- **Provide information on pricing and discounts offered.**

TRUE/FALSE

- SERVICE DESCRIPTIONS FOCUS ON PHYSICAL ATTRIBUTES.
- DESCRIBING A PRODUCT IS THE SAME AS DESCRIBING A SERVICE.
- HAIR STYLING, CHILDCARE, AND LEGAL ADVICE ARE ALL EXAMPLES OF SERVICES.
- ELEMENTS SUCH AS 'EXPIRY DATE' AND 'MODEL NO' CAN ONLY BE FOUND IN A PRODUCT DESCRIPTION
- THE STATEMENT 'GOODS SOLD ARE NOT REFUNDABLE' CANNOT BE FOUND IN A SERVICE DESCRIPTION.

THE END



Thank You 🍷❤️

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