

# SERVICE DEMAND ANALYSIS - METHODOLOGICAL MODEL

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## **Abstract**

This analysis is the basis for decisions to take service providers to increase economic performance. The objectives underlying the proposed analysis are representatives of the demand for knowledge services, knowledge needs demand services representatives. In pursuing these objectives demand analysis services will be held on the following stages: delimitation of generic social or economic groups of the services offered by service provider, identifying the general needs of potential clients established in the previous step, achieving correlation between identified needs and providing resources services, correct structure to prospective clients whose needs can be met by services, detailed analysis of potential customer needs, prioritizing composition of services, determining the budget for customer service. Information resulting from the analysis of demand for services will be required to carry out analysis offer service provider to establish a competitive position and quantification of market price or pricing.

**Key words:** demand for services, analysis, priority objectives

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