

My thesis analyses the topics of service marketing and creativity. I introduce the phenomenon of service marketing, I present HIPI-principle and I describe how important human resources are in service marketing

I describe the phenomenon of creativity, how a group or a person can become creative in their professional lives. I also introduce the concept of customer experience and consumers' role in my case study analysis. The main goal of my thesis is to understand the essential elements in the marketing concepts dreamt by the service suppliers and – by that – to analyse the basic elements of market success. The main research question of my thesis is the role of creativity in the sector of services? How should the innovative elements be built up in the creation of a higher customer experience? How can the creative personality of the founders of the enterprises be connected in the „actualization” of those special service procedures?

The finding of the answers to my research questions as first based on secondary research and also on primary research in which I made case study analysis of three cafeterias which represent really special and creative service concepts. I also made semi structured interview analysis with guests from the cafeterias. This was further supported by manager interview analysis where I asked the founders of the service places about the main creative concept of their business so that we finally can get a wider picture about the importance of creativity in the service sector.