

Abstract

This bachelor thesis deals with the use of service design as a key tool for improving competitiveness of firms in oversaturated markets. The thesis explores how the integration of service design with marketing and communication strategies can improve customer relationships and enhance the experience. Based on a case study of Alfa Ltd, the thesis demonstrates how service design principles can be effectively applied to service innovation. The thesis uses quantitative and qualitative research on customer preferences to identify key factors that influence the successful implementation of service design. The results suggest that systematically integrating service design into corporate strategy can lead to sustainable growth and improved market positioning.