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Poster – Marketing Strategy Pitch

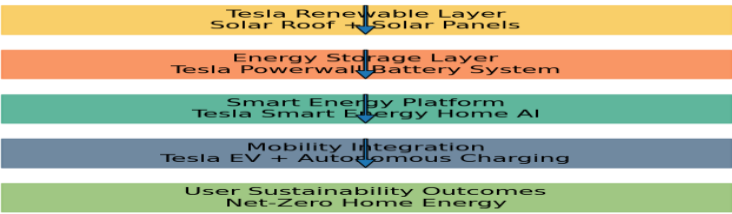
Term 1

Brand Extension Strategy: Tesla Smart Energy Home and Autonomous Mobility Ecosystem

Introduction

Tesla Inc. is one of the most advanced tech businesses in the world. They drive electric cars, use the internet, and have gadgets that don't run out of power. The fundamental goal of the group is to speed up the changeover to sustainable energy systems by combining electric cars, battery storage technologies, and renewable energy solutions into one technical ecosystem (Tesla, 2021). Tesla is different from previous automobile businesses because it sees itself as a firm that invents new ways to generate and store energy and develops new methods to get people around. This means that a business strategy needs to include ways to keep the business going (Ivanov and Dolgui, 2020). It's easy to think of new ways to build your business when you see a world that is connected.

Tesla Smart Energy Home Ecosystem Architecture



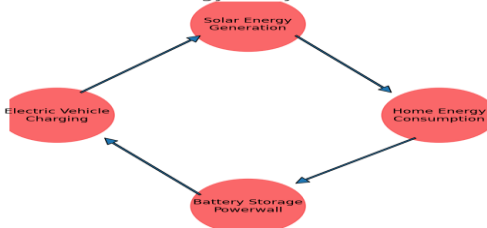
Proposed Brand Extension: Tesla Smart Energy Home

Some people believe that the brand should use the name "Tesla Smart Energy Home" to be successful. Your home would have all the power it needs if you used Tesla Solar Roof technology, Powerwall battery storage, and smart home energy control technologies all at the same time. Tesla's cutting-edge energy technology already enables users employ battery systems like Powerwall to store energy from solar panels and other renewable sources for later use (Tesla, 2024). These

Brand Extension

Brand extension is when a corporation leverages the good reputation of its existing brands to introduce new products and services that are similar to those brands (Keller, 2016). People know that Tesla cares about the environment and creates new technology, so the idea of a Smart Energy Home makes sense.

Circular Renewable Energy Ecosystem: Tesla Smart Home



Market Opportunity and Emerging Trends

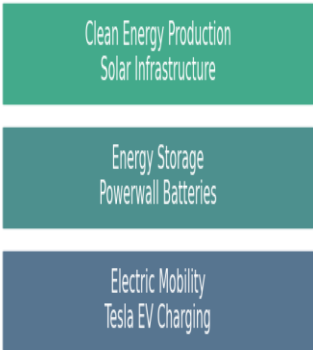
Energy markets around the world are very busy. People are worried about climate change, their electricity prices are going up, and more people are using renewable energy. People can put solar panels on their roofs to make electricity from the sun. People don't always need that much power (JustEnergy, 2024). Smart energy management technology is also helping individuals save energy by making sure they don't consume too much of it when they don't need it. These modifications make it easier for families to deploy microgrid technology and decentralised energy systems.

Tesla may make the world more connected and sustainable by combining the idea of a Smart

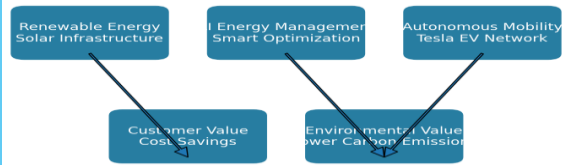
Sustainability and Strategic Value

The Tesla Smart Energy Home supports global sustainability by enabling solar power generation and storage, reducing reliance on fossil fuels for heating and cooling (Tesla, 2024). Technologies like Powerwall help stabilize the grid by storing electricity and preventing over-concentration. This unique approach enhances Tesla's marketing advantage by integrating renewable energy generation, home energy storage, and self-driving car services into a single sustainability platform.

Layered Sustainability Impact Model: Tesla Energy Ecosystem



Tesla Smart Energy Home Value Creation Model



The Tesla Smart Energy Home brand extension showcases Tesla's expansion into residential energy solutions, incorporating solar power, Powerwall battery storage, and smart energy management. This initiative meets the demand for decentralized, low-carbon energy systems, enhances customer value through energy independence and cost efficiency, and reinforces Tesla's competitive advantage in the smart energy and sustainable mobility markets.

References

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