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1. Introduction

Brand extension is another powerful business strategy in today's cut-throat global and fast-paced environment where competition is becoming stiffer, and innovations are taking centre stage (Sagar, 2023). The increasing health consciousness and smartening of various devices and spaces present Apple with a new market for intelligent kitchen appliances. This portfolio outlines the concept of Apple HomeChef, an invention for smart cooking solutions, which is compatible with Apple Health and other applications (Munteanu, 2015). This portfolio introduces Apple HomeChef, an AI-powered cooking system that promotes health through personalised, tech-driven meal preparation.

2. New Brand Extension Concept

2.1 Background of the Brand

Apple was established in 1976 as a small business venture and later developed into one of the most successful technology business organisations globally. The company's iconic products include the Macintosh computer, the iPod, the iPhone, the iPad, and the MacBook, which led to its growth on the world stage. Apple is an organisation acknowledged for its tradition of having simpler designs, sustainability, and efficiency through innovation of technologies and simplicity. The company has not only focused on offering high-end hardware but also on providing quality software and services that complement the value of its products (Baporikar, 2022).

Moreover, to complement this goal, Apple has emphasised personal health and lifestyle. Apple is serious about the sector, having introduced Apple Watch and Apple Fitness+ to the market. Apple Health is a versatile application for monitoring physical activity, vital signs, meals, and well-being. The observations mentioned above show that the company has a broader objective of using technology to help users live healthy lives. Based on this development, venturing into the kitchen, crucial to the physical well-being of humans-is the natural next phase. These key factors have all placed Apple in a strategic advantage of counting on design, AI, data integration, and user trust to improve its standing to dominate the smart appliance market (Lui et al., 2022).

2.2 The New Product

Apple HomeChef is a smart kitchen gadget that combines a chef's creative culinary strategies and a nutritionist's wellness monitoring ability. The main product is an intelligent domestic cooking device that meets several preparations, including Steaming, roasting, sautéing, and pressure cooking. It has a touch screen, comes with a built-in food scale, and a voice recognition capable of interacting with Apple's Siri. It will be integrated with the Apple Health and Apple Watch and will provide cooking tips based on the status and recommended calorie intake, macronutrient intake and nutritional values if present (Julia, Mendini and Gibbert, 2018).

HomeChef is complemented by a network application for iPhone, iPad and Mac, which, when synced with the main application, enables the planning of weekly meals, control of supplies, monitoring of the cooking process, and the use of notification services. With Apple Music integration and Apple TV+, users can be entertained while preparing

a meal, and the smart kitchen also comes with compatibility with other nutrition and meal-tracking apps. There will be subscriptions for various recipes that will be prepared by wellness specialists, nutritionists, chefs and popular personalities.

From the hardware perspective, the product will conform to Apple's traditional design standards, including a sleek, glossy finish, compact size and convenient orientations. These optional attachments or accessories include modular cooking chambers, customised utensils, and digital storage containers. Apple HomeChef takes the process of cooking and integrates the kitchen into an innovative, healthy centre of the home (Pan, 2023).

2.3 Product Market Value

The global smart kitchen appliances market was valued at \$13.18 billion in 2023 and is projected to reach around \$43.8 billion by 2030, growing at a CAGR of 18.4% (Grand View Research, 2023). Within this, smart cooking devices account for approximately 35% of the segment. Apple's target consumers, aged 25–45, represent about 40% of premium appliance buyers, with 62% expressing a strong preference for personalised, automated cooking solutions (Deloitte, 2023). If Apple captures even 2% of the global smart kitchen market, HomeChef could generate approximately \$876 million annually from hardware sales alone. In addition, the U.S., which holds 36% of the global smart kitchen market share, offers Apple a strong launchpad for initial adoption, supported by tech-savvy and health-conscious demographics (Statista, 2024).

Beyond hardware, the HomeChef+ subscription model could bring substantial recurring revenue. Assuming 1 million subscribers at \$9.99 per month, annual service revenue could reach \$120 million. With an average product gross margin of 42%, Apple HomeChef would significantly strengthen Apple's "Wearables, Home, and Accessories" category, which already generated \$41.2 billion in 2023 (Apple Inc., 2024). These figures suggest that with effective positioning, Apple HomeChef could evolve into a billion-dollar brand extension within five years, driving further ecosystem loyalty and boosting Apple's innovation reputation in smart living.

3. Segmentation, Targeting, and Positioning (STP)

3.1 Segmentation (Customer Personal Profile)

3.1.1 Demographic Profile

The primary demographic profile for Apple HomeChef targets individuals aged between 25 to 45 years, living predominantly in urban and suburban areas. These individuals often have medium to high-income levels, typically earning over \$70,000 annually, and possess higher educational qualifications such as bachelor's or master's degrees. Many belong to professional fields like technology, healthcare, finance, and creative industries, where a fast-paced lifestyle demands convenient and health-focused solutions (Naser, Stocchi and Pare, 2019). They are either single, married without children, or young families beginning to emphasise healthy living habits. Geographically, the initial focus will be on technologically advanced markets such as the United States, Canada, the United Kingdom, Germany, Australia, and Japan, where smart home adoption rates are notably high. Most are already embedded within the Apple ecosystem, owning products like the iPhone, Apple Watch, MacBook, and HomeKit devices, and demonstrate a willingness to invest in premium products that improve their quality of life (Apple Inc., 2024).

3.1.2 Psychographic Profile

Psychographically, the target audience exhibits strong traits of health consciousness, innovation enthusiasm, and lifestyle optimisation. They are early adopters of technology, constantly seeking tools that make their lives more efficient, healthier, and aligned with modern wellness trends. This segment values wellness, convenience, sustainability, and aesthetic simplicity, reflecting Apple's brand philosophy. They actively engage with fitness regimes, smart health applications, and maintain a keen interest in personalised nutrition. Their purchasing decisions are value-driven, prioritising premium, durable, and eco-friendly products that seamlessly integrate into their daily routines (Tania and Singh, 2018). These individuals are also digitally savvy, relying heavily on social media, influencer recommendations, and digital platforms for making purchase decisions. Their loyalty to brands is typically strong, especially when products offer an interconnected ecosystem experience, continuous innovation, and emotional resonance with their personal lifestyle values (Baporikar, 2022).

3.2 Targeting Strategy

Apple will use a market targeting strategy that sees it appeal to two main target markets. The first comprises informed and health-oriented working professionals who use applications to cook at home and value the AI-enhanced individual approach. These people are in a continual search for products that reflect their primary values, such as efficiency, health and aesthetics (Guo et al., 2018). Apple HomeChef targets exactly this need of wanting to eat better for them without taking much of their time, as well as without compromising on the taste of the food.

The second segment is young parents and child-caring adults who want to feed their children healthy but also have a job. This group may not be very computer literate, but counts the factors such as convenience, safety, and nutritional information. For them, Apple HomeChef is convenient to use due to features such as guided cooking, pre-set dietary profiles and voice commands that make mealtime more convenient and helpful for the family (Tania and Singh, 2018).

3.3 Positioning

The Apple HomeChef will be developed as a smart pillar for people's well-being and healthy eating habits adaptation due to exceptionally personalised smart cooking. The advertisement will focus on the lifestyle change HomeChef offers instead of cooking as just preparation of food: it actively enriches the client's experience by merging data, design, and diet. The last category includes such taglines as "Smarter Cooking Starts Here" or "Your Health, Served Daily", which highlight both the emotional and the functional values (Castermans, Nguyen, and Colombo, 2024).

Apple has differentiated HomeChef from competitors like Thermomix or Ninja by emphasising such features as ecosystem compatibility, tracking health benefits in real time and artificial intelligence to match optimal meals. This places the product into another category, beyond a kitchen appliance or kitchen necessity kind of product. It is evident that the company's positioning map, or the specific cell in this case, at the position of high innovation and high wellness integration at the top right quadrant, offers Apple HomeChef a competitive edge in the market (Hernandez, Wright and Affonso, 2019).

4. Customer Persona

Full Name	Emily Carter
Age	32 years old
Gender	Female
Location	Urban – San Francisco, California
Occupation	Senior UX Designer at a health-tech startup
Income Level	\$95,000 annually
Education	Master's degree in Human-Computer Interaction
Marital Status	Married, no children
Living Situation	Lives in a high-rise apartment with a smart home setup
Tech Ownership	Owns iPhone 15 Pro, MacBook Pro, Apple Watch Ultra, AirPods Max, Apple TV, and uses HomeKit devices
Digital Literacy	Very high – an early adopter of tech; integrates digital tools into every aspect of life.
Health Status	Generally healthy but highly conscious of diet, hydration, and nutrient balance
Fitness Routine	Attends yoga twice a week, walks daily, and uses the Apple Fitness+ and Health app to track her activity
Dietary Preferences	Follows a flexitarian diet (mostly plant-based with occasional lean protein)
Spending Habits	Prefers premium, durable, and eco-friendly products; makes value-based purchase decisions
Shopping Behavior	Researches extensively online, compares brands, reads reviews, and follows influencer recommendations.
Brand Loyalty	Extremely loyal to Apple due to ecosystem integration, innovation, and design philosophy

Lifestyle Values	Wellness, mindfulness, sustainability, convenience, and design simplicity
Pain Points	Limited time for meal planning and prep; difficulty tracking detailed nutrition from home-cooked meals
Goals	Maintain a healthy lifestyle while balancing work demands; prepare nutritious meals efficiently.
Personality Traits	Curious, disciplined, organised, creative, health-conscious
Media Habits	Listens to podcasts (wellness, productivity), uses Instagram and Pinterest for food ideas, and watches Apple TV+ regularly
Preferred Communication	Responsive to personalised emails, in-app notifications, short-form content, and clean visual messaging
Motivators	Data-driven decisions, habit tracking, tech-enabled life improvements, seamless experiences
Barriers to Purchase	Concerns over kitchen space, complexity of setup, and subscription fatigue
Influences	Apple ecosystem recommendations, wellness influencers, tech reviewers, partner or spouse input

(Leibtag, 2014)

5. Marketing Mix Strategy (7Ps)

5.1 Product

Apple HomeChef is specifically developed to be a multifunctional kitchen appliance with significant capabilities for cooking and beyond. Namely, the system comprises an intelligent kitchen assistant with sensors, a touch panel with a high resolution, and a part of the kitchenware that is a precision scale. The product has a manual control as well as voice control with the help of Siri, which means that one can use it when he/she is engaged in food preparation. Designed to carry out various tasks such as frying, pressure cooking, steaming, and slow cooking at the same time, it is controlled by an AI in real-time according to a user's preference for nutrition (Siahaan, 2024).

The major competitive advantage of the product is its compatibility with the Apple ecosystem. It integrates with Apple Fitness to provide information about the user's fitness and caloric requirements as well as their eating habits. They are used to intelligently suggest recipes or to monitor a person's intake of nutrients. Furthermore, the customers can use a HomeChef application for various purposes, including weekly meal planning, tracking items in the pantry, a smart list, and recipe videos (Hasbullah and Sriyono, 2024).

The Apple HomeChef app can be used in its basic version with the basic functions and in a more professional version with additional features, such as, for example, two cooking zones, an extended analysis of the meals and recipes, as well as premium accessories. Concerning the design, choices for the finish will be varied and range from matte black to brushed aluminium in line with Apple's portfolio (Guo et al., 2018).

5.2 Price

The pricing strategy for Apple HomeChef will also fit the general Apple trend of value-based premium pricing. The standard version of the DSLR will cost slightly above \$ 500, and in a bid to offer enhanced functionality, it will be poised to cost slightly below \$ 700 for the Pro model. This places the product as a smart appliance of a higher price point but still affordable within the economic class of the brand's loyal consumers, who are ready to pay for innovation and the superior quality of aesthetic features (Zheng, Baskin and Dhar, 2019).

In addition to the hardware, Apple will launch an optional monthly subscription service called HomeChef+ at \$9.99 per month. On this service, users will be able to access

additional content such as advanced meal packs, dietitian-recommended meal plans, seasonal recipes, and the fitness-food pairing that connects with Apple Fitness+. Bundling options with other Apple products, such as the Apple Watch and iPhone, during the launch will be a persuasive tactic to create a viewpoint for the customers to make them believe that the iPhone is the best product, especially when launched (Crawford, 2024).

The flexible payment options through Apple Card mean that users can pay for new purchases in instalments, thus making the product more affordable. Also, consumers may receive extra discounts for refills and credits for trading in an old Apple device during promotions (Hasbullah and Sriyono, 2024).

5.3 Place

Apple HomeChef would be available for sale and purchase through the physical stores and the online space. It will be available at various Apple stores around the world to provide demonstration kitchens for customers to try. Every Apple Specialist will have to be trained on both the actual products and knowledge in the healthcare and fitness field to offer a superior quality service to the customers (Biloš, Turkalj and Budimčić, 2022).

Online distribution will be done through the App Store website and the App Store application, whereby customers can customise their product and access video demonstrations alongside requests for personalised meal plans. Combined with other related high-quality retailers with status, such as large chain department stores and luxurious kitchenware brands, the brand can access more specific markets (Biloš, Turkalj, and Budimčić, 2022).

The initial rollout will focus on those countries that display both a heightened interest in wellness and tech-savvy populations, namely the US, Canada, the UK, Germany, Australia, and Japan. Language and cultural localisation of the content present in the app, recipe packs, and customer support will help in providing a relevant representation of the culture (Miniard et al., 2018).

5.4 Promotion

Apple HomeChef will be marketed internationally during an Apple Keynote event to establish the product as one of Apple's innovations. An important part of the promotion will be based on infomercials that use both emotion and informative messages. TVC

advertisements will profile typical user groups that include working adults, middle-aged families, and health-conscious people who will use it to improve their health condition (Pozo, 2020).

Apple will use all their platforms, including Apple TV, Apple Music, YouTube, Instagram, and in-store promotions, to pass the message across. It has a medium to high impact and is more focused on internet personalities such as chefs and nutritionists who will show how it is useful in daily life (Crawford, 2024).

Such a store promotion will involve the usage of skilled guidance, producing classes, and featuring wellness personalities. Social media will support the push with recipe contests, incentive-based app interactions, and linking to Health and Fitness+ material. The tagline of the overarching campaigns will be centred on the messages of Empowerment, Convenience, Health and Wellness Smart cooking as Your Health is Served Daily and Cook Smarter (Castermans, Chimène Alyssa, Nguyen and Colombo, 2024).

6. Conclusion

Apple HomeChef adds a comfortable brand that complements the existence of Apple perfectly. It is a perfect part of the process that Apple wants to create, a world of well-being, customisation, and intelligently oriented living. Apple HomeChef places the brand at the centre of the user's kitchen and their overall, necessary well-being in the modern world, where health and convenience have become the top priorities. By developing a solid marketing plan with a segmented audience, introducing the application into the sphere of Apple's services smoothly, and offering the idea of improvement, HomeChef can become not only an application but a reliable ally in everyday life for many people.

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