



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

Master of Business Administration

Title : Portfolio for Samsung's Brand Extension

Student Name: Asha Polabhai Modhwadiya

Student Number: 2424758

Course Name: Marketing Management (LCMB7024)

Lecturer Name: Haoran Liu

Term: February 2025

Word count: 2639 words

Submission deadline: 28th April 2025

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Introduction

Samsung, a global leader in technology and innovation, is expanding into the electric vehicle (EV) market, leveraging its expertise in battery technology, smart connectivity, and sustainable solutions. This brand extension builds on Samsung's reputation for premium quality and cutting-edge innovation. The report will cover: An introduction and overview of Samsung's EV strategy, Market segmentation, targeting, and positioning (STP), Development of a customer persona, and the Marketing mix strategies (Product, Price, Place, Promotion, People, Process, and Physical Evidence) that will guide Samsung's entry into the EV industry and solidify its position as a pioneer in sustainable mobility.

1. Introduction and Overview of the Samsung Electric Vehicle Brand Extension

Samsung, a global leader in consumer electronics, telecommunications, and digital technology, has a robust presence across numerous industries. From smartphones to home appliances and semiconductor manufacturing, the brand has revolutionized technology in various fields. However, as global trends shift towards sustainability and eco-friendly solutions, Samsung has a unique opportunity to extend its brand into the electric vehicle (EV) sector (Samsung Electronics, 2023; IEA, 2022).



Figure 1

This extension builds upon Samsung's core competencies in innovation, battery technology, and smart connectivity, positioning the company as a pioneering force in the electric vehicle market. By leveraging

its expertise in advanced consumer electronics and IoT (Internet of Things), Samsung can create a product that is not just an electric vehicle but a fully integrated, connected experience for consumers. Samsung EVs would blend the brand's legacy of technology, sustainability, and superior quality to deliver an exceptional driving experience (McKinsey & Company, 2022; Samsung SDI, 2023).

2. Segmentation, Targeting, and Positioning (STP)

Segmentation

Segmentation is a key step in understanding the different customer groups that Samsung EVs would target. This allows Samsung to create tailored marketing strategies for each segment. The market for electric vehicles is diverse, with various factors driving purchasing decisions such as price sensitivity, environmental concerns, and technology preferences (Kotler and Keller, 2016).

1. Demographic Segmentation

- **Age**
The target age range for Samsung EVs is between 25 and 55 years. Consumers aged 25 to 40 are typically more tech-savvy and open to adopting innovative, sustainable technologies. This group is drawn to electric vehicles for their smart features, environmental benefits, and connectivity. On the other hand, individuals aged 40 to 55 often possess greater financial stability and purchasing power, making them more likely to invest in a premium product like a Samsung EV. Marketing strategies should be tailored to appeal to both the younger, environmentally conscious audience and the older, financially capable demographic (Nielsen, 2022).
- **Income Level**
Samsung EVs are targeted at middle- to high-income earners, specifically individuals and households with annual incomes ranging from \$50,000 to over \$150,000. These income brackets reflect the affordability and value proposition of electric vehicles, particularly those positioned as premium or technologically advanced. Consumers in this segment are more likely to view an EV purchase as a long-term investment in sustainability and innovation. They also tend to value quality, design, and cutting-edge features, aligning well with Samsung's brand positioning in the tech and consumer electronics space (Nielsen, 2022).
- **Family Size**
The product offering for Samsung EVs will cater to both single professionals and small families. Single professionals are likely to be drawn to sleek, high-tech models that enhance their individual lifestyle, offering convenience, connectivity, and eco-conscious design. Small families, on the other hand, value spaciousness, safety, and energy efficiency. They may be more inclined toward EVs that offer family-friendly features such as advanced safety systems, storage capacity, and entertainment technology. By designing versatile models that address the needs of both these segments, Samsung can broaden its market appeal while emphasizing sustainability and modern functionality (Nielsen, 2022).
- **Occupation**
The ideal customers for Samsung EVs include tech professionals, executives, entrepreneurs, and environmental advocates. These individuals are not only financially equipped to purchase an EV

but are also likely to appreciate the innovative, high-tech nature of Samsung's offerings. Tech professionals and business owners may view an EV as an extension of their modern lifestyle, valuing smart features and brand prestige. Environmental advocates are driven by sustainability and will be drawn to Samsung's potential efforts toward green energy and clean mobility. These occupations reflect consumer groups that are future-oriented, status-aware, and aligned with Samsung's forward-thinking brand values (Nielsen, 2022).

2. Psychographic Segmentation

- **Lifestyle**
Target customers lead tech-integrated, sustainable lifestyles. They include professionals, families, and enthusiasts who value innovation and eco-conscious living. These individuals embrace smart technology in daily routines and prefer products that reflect a modern, forward-thinking mindset (Solomon et al., 2019). Samsung EVs align with their values and lifestyle choices.
- **Personality Traits**
These consumers are early adopters—innovative, status-conscious, and quality-driven. They seek the latest in technology while aiming to reduce their environmental impact. Motivated by progress and purpose, they value being trendsetters in both tech and sustainability (Solomon et al., 2019). Samsung EVs resonate with their forward-looking personalities and ambitions.
- **Values**
The core values of the target market include sustainability, innovation, reliability, and seamless connectivity. They look for products that enhance daily life while minimizing environmental impact. Samsung EVs support these ideals by combining cutting-edge technology with eco-friendly design, appealing to values rooted in responsibility, efficiency, and digital integration.

3. Geographic Segmentation

- **Urban Markets**
Major global cities like New York, Los Angeles, San Francisco, Berlin, Seoul, Tokyo, London, and Sydney are key hubs for the adoption of electric vehicles (EVs). These urban centers have a high concentration of environmentally-conscious consumers who prioritize sustainable living and are early adopters of clean technologies. In these areas, public awareness of climate change, pollution, and the need for sustainable transport options is notably strong. Additionally, urban lifestyles that involve shorter daily travel distances align well with the current range capabilities of many EV models. According to the *Electric Vehicle Outlook* by BloombergNEF (2023), these cities represent essential markets for EV growth.
- **Regions with EV Infrastructure**
Regions that boast advanced EV charging infrastructure and strong government incentives are crucial for the widespread adoption of electric vehicles. Areas where charging stations are readily available and where local or national governments offer subsidies, tax benefits, or other financial incentives tend to see faster growth in EV sales. These regions reduce consumer concerns about range anxiety and the cost of switching to electric mobility. According to BloombergNEF's *Electric Vehicle Outlook* (2023), investments in public and private charging networks, along with

supportive policies, are significant drivers of EV market penetration, making these regions critical for future expansion.

4. Behavioral Segmentation

- **Benefits Sought**

Customers are seeking vehicles that blend eco-friendliness, cutting-edge technology, and strong performance. They prioritize sustainability without compromising on innovation or driving experience. According to Tybout and Calkins (2019), this segment values modern design, advanced features, and efficient performance, making them ideal targets for premium electric vehicle offerings.

- **Usage**

The target users are regular commuters who also need a long-range electric vehicle for occasional longer road trips. They value reliability, convenience, and versatility in their vehicles. Daily urban driving combined with weekend getaways makes long-range capability a critical requirement, ensuring flexibility without frequent recharging interruptions.

- **Buying Behavior**

Buying behavior includes loyal Samsung customers who trust the brand's commitment to quality, innovation, and design. It also includes new customers attracted to the brand's sustainable and high-tech vehicle offerings. As Tybout and Calkins (2019) note, both groups are driven by a desire for trustworthy, forward-thinking technology solutions.

Targeting

The Samsung EV brand extension will use a differentiated marketing strategy to target multiple segments within the electric vehicle market. Samsung will develop tailored offerings for different customer needs:

- **Tech-Savvy Professionals**

Tech-savvy professionals aged 25-45 are early adopters of innovation, seeking vehicles that integrate seamlessly with their Samsung ecosystem, including smartphones, wearables, and smart home devices. According to Gartner (2022), these individuals value connectivity, smart features, and personalized experiences. They expect their vehicle to enhance their digital lifestyle, offering convenience, intuitive technology, and compatibility that matches their fast-paced, tech-driven lives.

- **Eco-Conscious Families**

Eco-conscious families and individuals aged 35-55 prioritize sustainability without compromising on comfort, safety, or performance. They actively seek eco-friendly vehicles that support their values while offering reliability and advanced safety features. As Deloitte (2023) highlights, these customers are willing to invest in green technologies, aiming for products that contribute to a healthier planet while maintaining a high standard of living for their family's daily and long-distance travel needs.

- **Luxury Consumers**

Luxury consumers are high-net-worth individuals who demand the finest quality, cutting-edge innovation, and premium experiences. According to Ries and Trout (2001), they view their vehicle as a status symbol and an extension of their lifestyle. These customers seek more than just

transportation—they want exclusivity, top-tier craftsmanship, and technologies that set them apart, aligning with their desire for prestige, performance, and sophistication in every aspect of ownership.

Samsung EVs will offer different models that cater to each of these segments. For example, a compact EV model would be marketed to urban professionals, while a luxury sedan or SUV would be targeted at more affluent consumers.

Positioning

The positioning strategy for Samsung EVs should emphasize the following key attributes:

- **Innovation:** Position the Samsung EV as the future of electric mobility, combining cutting-edge technology, superior battery efficiency, and smart connectivity (Samsung SDI, 2023).
- **Sustainability:** Emphasize the environmental benefits of the EV, including its low carbon footprint, sustainable materials, and eco-friendly manufacturing processes (PwC, 2023).
- **Premium Experience:** Highlight the high-quality build, superior performance, and luxury features that differentiate Samsung EVs from other electric vehicles in the market (Euromonitor International, 2023).
- **Seamless Connectivity:** Samsung EVs will seamlessly integrate with other Samsung products, such as smartphones, wearables, smart homes, and more, creating a connected ecosystem for users.

Positioning Statement: "For the modern, tech-savvy, and eco-conscious driver, Samsung EVs offer the perfect combination of innovation, sustainability, and luxury, providing a seamless driving experience that integrates effortlessly with your Samsung ecosystem."

3. Customer Persona for Samsung EVs

Name: Sarah Lee

Age: 34

Occupation: Senior Product Manager at a Tech Company

Location: San Francisco, CA

Income Level: \$120,000 per year

Marital Status: Married, one child (aged 4)

Education Level: Master's Degree in Business Administration

Technology Usage: Heavy user of Samsung products, owns a Samsung Galaxy S21, Galaxy Buds, and uses Samsung SmartThings for home automation.

Demographics:

- **Income:** Upper-middle-class, dual-income household.
- **Age:** 30-45 years.
- **Occupation:** Professionals in the tech, design, or engineering industries.

- **Family Status:** Small family or single with a focus on balancing work and personal life.

Psychographics:

- **Values Sustainability:** Actively seeks eco-friendly alternatives and supports companies that prioritize sustainability. Sarah is interested in electric vehicles because of their positive environmental impact and long-term cost savings.
- **Lifestyle:** Busy, tech-oriented, always on the go, values smart and seamless experiences. Prefers high-tech gadgets and products that integrate with one another to save time and improve her daily life.
- **Personality:** Practical but enjoys luxury. Embraces innovation and prefers forward-thinking brands that offer convenience and connectivity.

Customer Needs:

- **Sustainability:** Wants to contribute to a cleaner environment while maintaining a modern lifestyle.
- **Technology Integration:** Seeks products that complement her tech-driven lifestyle, from a smart home to wearables and smartphones.
- **Premium Quality:** Desires a premium experience with attention to design, comfort, and performance.

4. Marketing Mix Strategies for Samsung EVs

1. Product Strategy

The product offerings will consist of several distinct electric vehicle models, each tailored to a specific customer segment:

Product Strategy

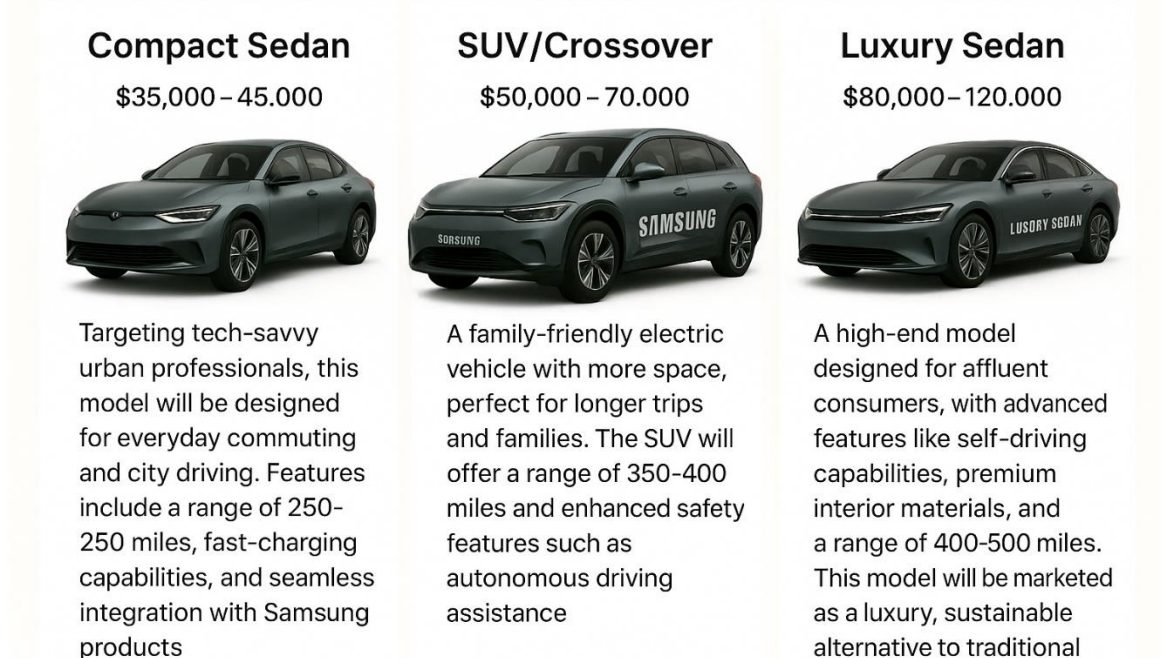


Figure 2

1. **Compact Sedan:** Targeting tech-savvy urban professionals, this model will be designed for everyday commuting and city driving. Features include a range of 250-300 miles, fast-charging capabilities, and seamless integration with Samsung products (Armstrong et al., 2020).
2. **SUV/Crossover:** A family-friendly electric vehicle with more space, perfect for longer trips and families. The SUV will offer a range of 350-400 miles and enhanced safety features such as autonomous driving assistance (Armstrong et al., 2020).
3. **Luxury Sedan:** A high-end model designed for affluent consumers, with advanced features like self-driving capabilities, premium interior materials, and a range of 400-500 miles. This model will be marketed as a luxury, sustainable alternative to traditional high-end vehicles (Armstrong et al., 2020).

Core Features:

- **Battery Technology:** Samsung's expertise in lithium-ion batteries ensures long-range, fast charging, and high efficiency (Samsung SDI, 2023).
- **Smart Connectivity:** Integration with Samsung Galaxy smartphones, wearables, SmartThings, and other IoT devices to create a connected driving experience (Gartner, 2022).
- **Sustainability:** Use of eco-friendly materials and processes in vehicle manufacturing.

2. Price Strategy

Samsung EVs will employ a skimming pricing strategy for the initial launch, capitalizing on the premium quality and advanced features to justify higher prices. Over time, prices will be adjusted based on market penetration and competition (Deloitte, 2023).

- **Compact Sedan:** \$35,000 - \$45,000
- **SUV/Crossover:** \$50,000 - \$70,000
- **Luxury Sedan:** \$80,000 - \$120,000

These prices reflect the premium nature of Samsung's offering while remaining competitive within the electric vehicle market.

3. Place Strategy

Samsung will use a multi-channel distribution strategy that includes (McKinsey & Company, 2022):

- **Direct Sales**
Samsung will utilize its official website and online platform to enable direct sales, allowing customers to browse, customize, and purchase vehicles entirely online. This approach offers a convenient and modern shopping experience, aligning with consumers' digital expectations. According to Samsung Electronics (2023), the platform will provide real-time updates, financing options, and integration with other Samsung services, creating a seamless, user-friendly journey from selection to delivery.
- **Retail Stores**
Samsung-branded showrooms and partner dealerships in major urban centers will provide customers with hands-on experiences. These locations will allow potential buyers to see the vehicles, take test drives, and speak with trained experts about features and options. As Samsung Electronics (2023) outlines, these retail environments will enhance customer confidence and engagement, making the purchase process more interactive, personalized, and immersive for those who prefer in-person consultation.
- **Third-Party Dealerships**
To ensure broader accessibility, Samsung will partner with selected third-party dealerships, especially in regions lacking its branded showrooms. These partnerships will expand the distribution network, enabling more customers to explore and purchase vehicles locally. Dealerships will receive training to uphold Samsung's service standards, ensuring consistent customer experiences. This strategy enhances market reach while maintaining quality across diverse geographic areas.

4. Promotion Strategy

Samsung will focus on digital marketing, social media campaigns, and influencer partnerships to reach its target audience. Key promotional strategies include:

1. **Advertising:** Digital ads on Samsung's official website, YouTube, and social media platforms showcasing the vehicle's features, such as battery efficiency, smart connectivity, and sustainability (Chan, 2021).
2. **Influencer Marketing:** Collaborating with eco-conscious tech influencers and automotive bloggers to generate buzz and excitement around the product (Harvard Business Review, 2022).
3. **Events and Test Drives:** Hosting exclusive launch events, pop-up experiences, and offering test drives to allow customers to experience the vehicles first-hand (Statista, 2024).

5. People Strategy

- **Customer Service:** Samsung will provide excellent after-sales service, with dedicated support teams for troubleshooting, maintenance, and software updates.
- **Sales Representatives:** Staff at Samsung showrooms and dealerships will be highly trained in both automotive technology and the Samsung ecosystem, ensuring customers receive expert advice and personalized service.

6. Process Strategy

- **Simplified Purchasing Process:** Samsung will offer a streamlined purchasing process through both online and offline channels, allowing customers to configure, order, and finance their vehicles easily.
- **Service App:** A dedicated mobile app will allow customers to track vehicle performance, schedule maintenance, and locate charging stations (Schlegelmilch, 2016).

7. Physical Evidence Strategy

- **Showrooms:** Samsung-branded showrooms that provide an immersive experience with displays of Samsung's technology ecosystem, including EV models, smart home products, and wearables (Samsung Electronics, 2023).
- **Vehicle Design:** High-quality materials, futuristic design, and intuitive interfaces that align with Samsung's premium image (Porter, 2008).

Conclusion

Samsung's electric vehicle brand extension has the potential to disrupt the automotive market by combining cutting-edge technology, sustainability, and premium design. By targeting tech-savvy professionals, eco-conscious families, and luxury consumers, Samsung EVs will appeal to a wide range of customers who value innovation and environmental responsibility. The marketing mix strategies will ensure that Samsung delivers a top-tier product, from pricing to promotion, and continues to leverage its brand equity to grow in the electric vehicle market.

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