



Master of Business Administration

Student Name: S M Sadman Shakib

Student Number: 2426917

Module code: LCMB7024

Module: Marketing Management

Assignment Title: Assessment 2: Portfolio: Brand Extension

Lecturer: Laila Maazouz

Word count: 2733

Submission deadline: 28th April 2025

Table of Contents

Introduction	1
Develop a new brand extension for the organisation	2
Determine segmentation, targeting and positioning for the new brand extension:	4
Develop a detailed customer personal profile for the new brand extension:	5
Develop the marketing mix strategies for the new brand extension (4Ps/7Ps).....	8
Conclusion:	13
Reference:.....	14

Introduction

The study offers Apple Inc., a worldwide well-known technological leader honoured for its creativity, high product quality, and great brand loyalty a complete marketing plan. Apple deliberately coordinates its activities to suit a digitally empowered and quality-conscious customer base using the 7Ps framework—product, pricing, location, promotion, people, process, and physical proof. Apple has steadily improved its product ecosystem over the past five years with innovations including the iPhone 13 and 14 series, M1 and M2 chipsets, and services like Apple Fitness+ and Apple Pay, so clearly aligning customer expectations with technological advancement (Apple, 2020; Apple, 2021; Apple, 2022; Apple, 2023; Apple, 2024). High-end product features, a value-based premium pricing model, and a strong worldwide distribution network spanning both physical retail outlets and digital platforms define Apple's marketing approach. Apple not only strengthens its top-tier market positioning but also gets great degrees of consumer satisfaction and brand loyalty by means of the constant integration of its marketing mix components. Apple's position as an industry pioneer has been strengthened and its competitive advantage in the technology sector maintained by this coherent marketing strategy (Grant, 2022; Johnson et al., 2023).

Develop a new brand extension for the organisation

Introduction

Founded in 1976, Apple Inc. has maintained a commanding presence in the worldwide consumer electronics market by means of ongoing innovation and smart brand development (Apple, 2020). Apple has expanded its product and service portfolio, including the M1 processor, Apple Fitness+, and a commitment to carbon neutrality by 2030 (Apple, 2021; Apple, 2022), thereby strengthening its ecosystem during the previous five years. Leveraging its technical brilliance and ecosystem integration, Apple is well positioned to enter the health and wellness industry by means of a premium market position and a devoted customer base (Grant, 2022; Johnson et al., 2023). Demand for wellness technology that can assist better living has been fueled by growing worldwide awareness of environmental health and air pollution (Statista, 2023; WHO, 2021).



Apple pure - Smart Indoor Air Quality Ecosystem proposed brand extension

Product idea

Deep connection with current Apple platforms allows Apple Pure, a new range of smart air quality devices meant to improve indoor health, great interaction. The spectrum of products consists in:

Apple Pure Air: Premium smart air purifier with multi-stage HEPA filtration, real-time air quality monitoring, Siri voice integration: Apple Pure Air.

Apple Pure Sense: Connected to Apple Health, Apple Pure Sense is a portable air quality sensor providing personal respiratory insights.

Apple pure Aroma: Customizable via iOS for individual aromatherapy, a clever diffuser syncing with HomeKit.

Important Attributes

Apple Pure provides

Seamless Ecosystem Integration: Syncs with Apple Watch, HomePod, Apple Store, and iCloud for data analytics and automation (Apple, 2023).

AI and Machine Learning: Artificial intelligence and machine learning have adaptive settings depending on user habits and environmental inputs (Tech Crunch, 2022).

Health Monitoring: Links with Apple Health allow one to monitor wellbeing and respiratory conditions (Digital Health, 2021).

Eco-Friendly Design: Designed using recyclable materials and in line with Apple's sustainability road plan, (Apple, 2024; Greenpeace, 2021).

The Reason for the Extension

Wellness Technology Boom: The worldwide smart wellness device industry is fast expanding and expected to reach \$150 billion by 2026 (Statista, 2023).

Consumer Behavior: Post-pandemic, 71% of customers say they want goods that enhance indoor health (McKinsey, 201).

Apple Brand Equity: Apple's brand affinity helps to make introducing related product lines simpler (Forbes, 2023).

Sustainability Commitments: Apple strives for all of its goods to be carbon-neutral by 2030, therefore matching Apple Pure with its environmental objectives (Apple, 2021; Reuters, 2022).

Targeting a growing need for health-conscious smart solutions, Apple Pure offers Apple Inc. a bold yet calculated brand expansion. Apple pie is poised to transform personal indoor health experiences by means of technical innovation, robust branding, and flawless ecosystem integration. This innovation not only enhances Apple's present line of business but also fits its goal of improving life by means of environmentally friendly, user-friendly technologies.

Determine segmentation, targeting and positioning for the new brand extension:

Apple Pure STP Strategy:

Segmentation:

Demographic Focus

Targeting urban professionals and families between the ages of 25 and 55 with modest to high incomes who value ease, health, and flawless technological integration, Apple Pure appeals These customers already know Apple goods and look for items that can help their well-being, increase productivity, and ease everyday duties. They like health aspects including linked systems across devices, time-saving automation, and monitoring

of fitness. For this segment, who value the premium experience and flawless ecosystem Apple presents, the brand's reputation for quality, elegant design, and customer service adds even more attraction.

Psychographic Harmony

The brand speaks to tech-savvy, environmentally conscientious, and health-sensitive people. These customers are usually early adopters of smart home technologies, value wellbeing, and search for first-class experiences (Grant, R. M. 2022).

Insightful Behavior

Apple Pure aims for devoted Apple consumers who already find value in linked gadgets (iPhone, Apple Watch, etc.). These customers search for clever ideas that improve everyday living and cut work by means of automation and integration.

Strategic Differentiated Targeting

Apple pie has a unique targeting strategy, primarily drawing attention to current Apple ecosystem customers and secondly drawing in new health-conscious consumers looking for smart wellness goods.

Top Positioning

Positioned as a premium smart indoor air solution, Apple Pure combines seamless Apple connection with health and sustainability. It stresses smart connection, design quality, and data-driven wellbeing.

Develop a detailed customer personal profile for the new brand extension:

Description: Profile

Emma Carter, thirty-five, is a central London based medical researcher. Emma gives personal and family health priority, having a master's degree and an annual income of

almost £90,000. She maintains a plant-based diet, meditates, and looks for technology that supports her overall health objectives. Emma finds Apple Pure appealing because it blends ecological design with modern ideas. Its connection with Apple Health and HomeKit gives her real-time air quality data, which enables her to keep indoor conditions in line with her asthma issues. Emma appreciates reliable ecosystems, and Apple Pure helps her to be confident in safe, easy, environmentally responsible living.

Apple Pure Target Audience Demographic Data

Age:

Apple Pure's main target market is those between the ages of thirty and 45. According to Malen et al. (2022), this age group shows digital fluency, a strong predisposition towards health-conscious living, and great receptivity to implementing smart house technologies.

Wealth:

Usually earning between €75,000 and €150,000 a year, these people fall into the upper-income range. Their discretionary money enables them to make high-end solutions investments in which technological simplicity and wellness improvement are guaranteed (Gibson, 2023).

Information: Education

Most in this group have graduated from at least a bachelor's degree or above. These customers prefer to examine advanced features before making premium purchases and well understand technical details (Sullivan, 2020).

Career:

Professionals from several fields, including technology, finance, medical, and academia, make up this group. Their job routes provide financial freedom; they are more inclined to respect family wellbeing and implement contemporary, integrated health solutions (Walker, 2024).

Site:

Mostly living in metropolitan cities or urbanized regions, these people can have problems with air quality because to pollution. Many reside in modern houses or luxury flats fit for sophisticated air quality control systems (Johnson and Reed, 2021).

Apple pure Target Audience: Psychographic Details**Way of life:**

This group follows a wellness-oriented way of life including mindfulness practices, consistent exercises, and healthy food. To keep a health-supporting interior atmosphere, they actively hunt clever ideas like apple pure (Adams, 2023).

Principles:

Eco-awareness and sustainability drive their purchasing behavior. Their preferred brands match Apple's basic ideals by reflecting minimal environmental effect and giving responsible consumption top priority (K Kramer, 2022).

Interests:

They still show a great passion in developing technologies, especially smart homes ecosystems. These people like integrating creative devices into their daily routines that mix beauty with utility (Taylor et al., 2020).

4: Personality

Forward-looking, logical, and meticulous in detail, they closely review product aspects. Apple devices appeal to them because of their consistent connection, safe systems, and elegant architecture (Murphy, 2021).

Attitudes:

Buys like apple pure are seen by them as long-term health investments rather than expenses. Factors include air purification, disease prevention, and lifestyle harmony affect their purchase choices (Nguyen, 2025).

Purchase inclinations:

Although they visit Apple Stores for hands-on demonstrations before purchase, their inclination is towards digital-first purchasing experiences for the ease and richness of product information (Peters, 2023).

Develop the marketing mix strategies for the new brand extension (4Ps/7Ps)

Apple Smart Home's marketing mix strategy for its new brand extension

Leading consumer electronics company Apple has constantly expanded its product line while keeping strict standards of quality, creativity, and brand devotion. Launching a new brand extension, the Apple Smart Home, would take advantage of the growing market for smart home technology and provide flawless connection with Apple's current ecosystem. Product, pricing, location, promotion, people, process, and physical evidence—the 7Ps marketing mix—offers a whole framework to show the strategic directions for this expansion.

1. Strategy of Products

Product qualities and features: Apple Smart Home goods would fit their reputation for excellence and quality, which Apple has developed on providing. Designed with modern technologies, the product would include AI-driven capabilities allowing home automation, voice control, and integration with other Apple products such the MacBook, iPad, and iPhone, hence enabling home automation (Smith, 2023). It may contain, for instance, smart thermostats, lighting systems, and security cameras that fit well with Siri, Apple's speech assistant, therefore guaranteeing a seamless and easy usage.

Product Innovation: Apple is well-known for its inventiveness, therefore the Smart Home extension would reflect that by adding fresh capabilities including real-time home

environment monitoring and connection with outside smart home goods, which would appeal to early adopters and tech-savvy users.

Sustainability: In keeping with Apple's sustainability aims, the Smart Home range would be built using environmentally friendly materials and energy-efficient technologies, therefore lowering energy use and environmental effect (Wilson et al., 2020). This not only fits Apple's brand values but also attracts environmentally sensitive customers.

2. Price Policy

Premium Pricing: Apple goods belong in the high-end market; hence the Smart Home line would also fit with a premium price approach. Customers anticipate a premium for the Apple name, hence the pricing would represent better quality, creativity, and flawless interaction with current Apple products. Apple would be able to keep its brand image under this approach while profiting from the rising market for high-end smart home equipment (O'Neil, 2024.).

worth proposition: Apple Smart Home products' long-term worth would also show on the pricing. The promise of enhanced protection, convenience, and energy economy in their homes would be enough to get consumers ready to spend more. Apple would also stress the cost-saving features of the gadgets, including energy efficiency and possible overtime electricity bill savings, which would help to explain the initial large investment (Hunter & Watson, 2022).

Bundling and Financing Options: Apple may provide product packages with many Smart Home devices at a discounted price to help to make the premium pricing more accessible. Through the Apple Card, financing choices might also be made accessible, therefore motivating consumers to embrace the technology in line with Apple's current financial services approach.

3. Place Strategy

Distribution Channels: Apple Smart Home goods would be sold via Apple's current internet sites, which include the Apple Store app and website. By using these direct-to-consumer channels, Apple can manage customer experience and compile important consumer data. Apple may also combine big electronics shops and home improvement stores to appeal to a larger market (Edwards, 2020).

Global Reach: Apple's worldwide presence means that the Smart Home series would be unveiled in big cities with strong adoption rates of smart home gadgets. These markets include the United States, Europe, and certain areas of Asia where consumers, driven by their tech-savvy discretionary money, are more inclined to spend in smart home technology (Chen, 2020).

4. Promotion Strategy

Advertising: Apple is renowned for its elegant and simple approach, which exactly reflects the brand's character. Apple would reach tech-savvy customers by using digital marketing channels, including social media platforms, YouTube, and tailored web advertisements, thereby promoting the Smart Home goods. Emphasizing simplicity of use and innovation, the advertisement would emphasize the flawless integration of Smart Home products within the Apple ecosystem (Martin & Brooks, 2021).

Public Relations and Influencers: To create awareness about the release, public relations initiatives would mostly focus on developing ties with media outlets, YouTube influencers, and powerful tech bloggers. These influences would be very helpful in highlighting the characteristics and advantages of the product as well as in giving their viewers practical demonstrations (Thompson, 2023). Apple may potentially collaborate with interior designers or home remodeling shows to highlight how Smart Home products can enhance house utility and appearance.

Sales Promotions: Apple might provide early adopters, who would boost first sales, attractive pricing including discounts or unique packages for consumers who buy many devices. Furthermore, financing choices via the Apple Card or alliances with finance

companies might enable users to better control the large initial expenses (Wallace, 2024).

5. People Strategy

Customer Service: Apple has established the industry benchmark for customer care; hence the Smart Home approach would heavily rely on this part. Apple experts housed in-store would be taught to help consumers set up and troubleshoot Smart Home devices. Apple's online customer support, which includes its Genius Bar and chat support, would also be easily accessible to guarantee consumers have a seamless post-purchase experience (Jenkins & Foster, 2022).

Sales Team: Apple's in-store sales crew would be qualified to show how the product would fit current Apple models. Educating customers on the benefits Apple Smart Home ecosystem offers to their homes and how it operates would depend mostly on this direct engagement.

Customer Experience: The method would firstly prioritize the user experience. Apple would make sure that, using a user-friendly mobile app that leads consumers through the setup process, setting up Smart Home devices is as straightforward as it could be. This will help Apple keep its standing for offering flawless, hassle-free consumer experiences (Clark et al., 2021).

6. Process Strategy

Simple User Experience and Integration: Apple's attention on providing a seamless and understandable user experience is among its strongest suits. The Apple Smart Home ecosystem would approach device pairing and home automation setup almost effortlessly, using the same method. Devices would seamlessly sync via Apple ID, iCloud, and Siri using Apple's Home app, therefore generating a frictionless link between the user, their iPhone, MacBook, Apple Watch, and Smart Home system (Brown & Harris, 2023).

Safety in Data Management: Apple would stress end-to-end encryption, safe cloud storage, and user control over personal data, thereby building customer confidence in its methods, given growing worries about privacy in the smart home industry.

After-Sales Support Process: Apple would build an effective problem-resolution procedure by using its current Genius Bar, in-store visits, and remote diagnostics via Apple Support, therefore guaranteeing consumer loyalty and happiness post-purchase.

7. Physical Evidence Strategy

product design: True to Apple's reputation, the Smart Home product line would have simple, premium-grade designs with smooth textures, streamlined materials, and trademark finishes like aluminium or recyclable glass. Apple's premium brand image would be reflected right away in these graphic components.

Store Experience: Physical proof would also include the retail sector. Apple Stores are meant to be experience environments where people may engage with goods in actual surroundings. Apple Smart Home's worth would be reinforced by dedicated in-store displays allowing consumers to replicate temperature settings, security measures, and lighting adjustments.

Container: One important piece of tangible proof is Apple's simple and environmentally friendly packaging. The packaging for Smart Home items would probably include visible Apple branding and recyclable materials, therefore stressing both environmental responsibility and product authenticity.

Conclusion:

Apple's entry into the smart home market with its Smart Home brand extension presents a strategic opportunity to leverage its existing brand loyalty, cutting-edge technology, and commitment to premium quality. By applying the 7Ps marketing mix, Apple can effectively position itself in the rapidly growing smart home sector, tapping into consumer demand for connected, automated home solutions. The product strategy emphasizes high-quality, innovative smart home devices that integrate seamlessly with Apple's existing ecosystem. Apple's focus on premium materials, smart features, and sustainability not only ensures top-tier products but also aligns consumer preferences for energy-efficient, eco-friendly technologies. The premium pricing strategy reflects the added value Apple's brand promises, offering long-term benefits such as improved security and convenience, justifying the higher price point for its target demographic.

Reference:

Apple (2020) *Annual Report 2020*. Apple Inc.

Apple (2021) *Annual Report 2021*. Apple Inc.

Apple (2022) *Annual Report 2022*. Apple Inc.

Apple (2023) *Annual Report 2023*. Apple Inc.

Apple (2024) *Annual Report 2024*. Apple Inc.

Grant, R. M. (2022) *Contemporary Strategy Analysis*. 11th edn. Wiley.

Johnson, G., Scholes, K. and Whittington, R. (2023) *Exploring Corporate Strategy*. 12th edn. Pearson Education.

Kotler, P., Keller, K. L. and Chernev, A. (2021) *Marketing Management*. 16th edn. Pearson.

Solomon, M. R., Marshall, G. W. and Stuart, E. W. (2020) *Marketing: Real People, Real Choices*. 10th edn. Pearson.

Grant, R.M. (2022) *Contemporary Strategy Analysis*. 11th edn. Wiley.

Johnson, G., Scholes, K. and Whittington, R. (2023) *Exploring Strategy: Text and Cases*. 12th edn. Pearson.

Statista (2023) Smart Wellness Device Market Revenue Worldwide 2019–2026. Available at: <https://www.statista.com>

WHO (2021) Air Pollution and Health. World Health Organization. Available at: <https://www.who.int>

TechCrunch (2022) 'How AI is Changing Smart Home Devices', TechCrunch, 12 August.

Digital Health (2021) 'Apple Health Integration Expands for Wellness Devices', Digital Health News, 10 November.

Greenpeace (2021) Guide to Greener Electronics 2021. Greenpeace International.

McKinsey (2021) Consumer Health Trends Post-COVID. McKinsey & Company.

Forbes (2023) 'Apple's Ecosystem Strategy: How Brand Loyalty Drives Expansion', Forbes, 5 June.

Reuters (2022) 'Apple Targets Carbon Neutrality in Supply Chain', Reuters, 16 March.

Adams, R. (2023) Lifestyle Wellness Trends and Consumer Behaviour. London: TechHealth Press.

Gibson, L. (2023) 'Consumer Spending Patterns in High-Income Brackets', Journal of Marketing Insights, 12(4), pp. 234–245.

Johnson, M. and Reed, T. (2021) Urban Living and Air Quality Management. New York: EcoTech Publishing.

Kramer, J. (2022) 'Sustainability and Consumer Values in Smart Tech Purchases', Green Business Review, 8(3), pp. 78–89.

Malen, T., Choi, S. and Elster, J. (2022) 'Adoption of Smart Wellness Products Among Digital Natives', Journal of Consumer Technology, 17(2), pp. 156–172.

Murphy, P. (2021) Personality Traits and Buying Decisions in Technology Markets. Cambridge: MarketMind.

Nguyen, Q. (2025) 'Health-Conscious Investment Decisions in Tech-Driven Markets', WellTech Journal, 3(1), pp. 1–15.

Peters, B. (2023) E-Commerce Preferences and Behavioural Shifts Post-2020. Oxford: Retail Dynamics Press.

Sullivan, D. (2020) 'Technology Literacy and Educational Influence on Buying Power', *International Journal of Consumer Education*, 9(1), pp. 45–59.

Taylor, A., Mills, R. and Hope, L. (2020) 'Smart Home Trends and Consumer Engagement', *Technology Today*, 11(2), pp. 210–224.

Walker, E. (2024) 'Professional Demographics and Smart Product Adoption', *The Business Review*, 19(1), pp. 88–102.

Sanderson, P. (2021) *Eco-Conscious Urban Consumers: Behaviours and Attitudes*. London: Greenline Publishing.

Fox, D. (2022) 'Age-Specific Trends in Wellness Technology', *Journal of Digital Health*, 5(2), pp. 134–146.

Benson, K. (2023) *The Smart Consumer: Exploring Motivations in the Digital Era*. Manchester: NextGen Research.

Clarke, S. and Ahmed, Y. (2022) 'Air Quality Perception and Purchase Behaviour', *Environmental Design Journal*, 10(3), pp. 65–77.

Edwards, R. (2020). *Smart Home Technology: An Analysis of the Market and Trends*. Tech Trends Publishing.

Hunter, S., & Watson, D. (2022). *The Value Proposition of Premium Tech Products*. *Business Strategy Review*, 14(3), 45-58.

Thompson, J. (2023). *Public Relations in Tech Product Launches: Strategies for Success*. *PR Insights*, 22(1), 59-71.