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1. INTRODUCTION

Samsung is an international technological enterprise that is well experienced in electronics, smart phones, and battery systems. The portfolio is concerned with Samsung AutoOne, which is a smart electric delivery car targeting urban professionals and delivery companies. The market of electric vehicles is developing rapidly due to environmental issues, state regulations, and emerging technology (Hooley et al., 2020). AutoOne relies on artificial intelligence, energy efficiency, and Samsung connectivity by developing a competitive delivery solution. This critical analysis of the marketing strategy of AutoOne, such as market segmentation, choice of target audience, differentiation strategy, marketing mix choices, and reflections, demonstrates how Samsung can effectively compete in the electric vehicle market.

2. ELEMENT 1: STDP ANALYSIS

STDP framework assists businesses to comprehend their market and create competitive advantage through selection of appropriate customers and value creation to them (Hooley et al., 2020). This section outlines the history of Samsung, the AutoOne brand concept, market dynamics, market segmentation, target market, differentiation and positioning strategy.



Fig1: STDP Framework for Samsung AutoOne

2.1 Company Background and New Brand Concept

Samsung Electronics is a multinational South Korean company that was established in 1969. It is also recognized worldwide in terms of consumer electronics, smart phones, semiconductors and communication technology (Noui & Boucetta, 2025). Samsung is reputed to be innovative, of good quality, and is progressive in research and development.

Samsung AutoOne is a new brand which is an extension of Samsung into the electric vehicle (EV) market. AutoOne is an AI-controlled electric delivery vehicle that was created to implement in urban businesses and logistics. Its range is 500 km, and it can charge up to 80 percent in 15 minutes (Haizar et al., 2020). This brand leverages Samsung strengths in battery technology, artificial intelligence, software and connectivity. Through its excellent brand image, supply chain, and R&D capabilities, Samsung can shape into the EV market with a greater level of credibility than new or unfamiliar brands.

2.2 Market Trends and Consumer Behaviour

The electric vehicle market in the world is expanding at a very high rate. The International Energy Agency (2024) reports that EV sales grow annually, at the rate of approximately 18%. Environmental concerns, increasing prices of fuel, government policies and advances in charging technology, facilitate this growth.

The growth of e-commerce is also increasing fast demand in urban areas in terms of delivery services. The businesses now require efficient, reliable, and cost-effective vehicles. It is found that contemporary consumers and businesses focus on environmentally friendly, technologically advanced, and affordable to use vehicles (Haizer et al., 2020). Governments promote the use of EVs by providing tax incentives, tougher regulations on emissions, and financing charging stations (Hardman et al., 2018). Connected and intelligent vehicles are also demanded by the expansion of smart cities. These are the trends that make a great opportunity to Samsung AutoOne to get into the market.

2.3 Market Segmentation

Samsung AutoOne employs various segmentation strategies to determine the potential customers (Weinstein, 2004).

Geographic segmentation targets major cities like London, Tokyo, New York, and Singapore, where the charging infrastructure is highly established.

Demographic segmentation will focus on business owners and professionals aged 25–45 years who are technologically adept and concerned about sustainability.

Psychographic segmentation encompasses the environmental-aware consumers who appreciate smart solutions and innovation.

Behavioural segmentation focuses on customers who require dependable cars to deliver their every-day needs and business.

The most significant market groups are small- and medium-sized delivery services, e-commerce enterprises, corporate fleets, which strive to lower carbon emissions, and metropolitan professionals who need cargo space. This type of segmentation can assist Samsung in concentrating its marketing on the most viable and appropriate groups of customers.

2.4 Target Audience

Samsung AutoOne primarily focuses on urban delivery companies and technology-focused professionals between the ages of 25 and 45. These are also customers who tend to be early adopters and receptive to innovation and new technology (Rezvani et al., 2015). They appreciate such features like AI support, smart dashboards, and smartphone connectivity (Noui and Boucetta, 2025).

A majority of the target customers work in metropolitan areas with sufficient charging facilities and travel less than 500km each day. They desire to save on fuel and maintenance expenses, but still have a professional business image. It is a segment that is more likely to be open to the technology-driven value proposition of AutoOne due to their higher level of education, steady income, and good digital capabilities. Nevertheless, to serve a broader market, Samsung might have to also target more conservative business users by focusing on cost reduction, stability, and convenience instead of focusing on sophisticated technology.

2.5 Differentiation Strategy

Samsung AutoOne stands out due to a number of features. To begin with, it is easily integrated with Samsung ecosystem, such as Galaxy smartphones, SmartThings

devices, and wearables (Yun et al., 2018). This enables users to keep track of the vehicle performance, charging, and maintenance with ease.

Second, AutoOne also has AI driver assistance that enhances safety, energy efficiency and navigation. Third, it is being fast-charged that requires 80 percent in only 15 minutes, a quicker charge compared to numerous competitors (Haizar et al., 2020). Fourth, the driving range of 500 km will ease the range anxiety among delivery companies.

Porter (2008) explains that effective differentiation should have value which can not be easily imitated by competitors. The integration Samsung has implemented in the form of an ecosystem generates switching costs among current Samsung users. Samsung, however, needs to keep innovating since competitors can come up with similar connectivity functions in the long run.

2.6 Positioning Strategy

Samsung will position AutoOne as a high-end smart electric delivery vehicle among urban-thinking professionals and companies. The positioning statement is:

To the urban professional and the businesses involved in delivery, Samsung AutoOne is the smart electric automobile that will bridge your digital life with transport efficiency.

This is a strong technology brand image positioning that emphasizes on smart features, efficiency and environmental responsibility (Keller, 2013). AutoOne lies between low-end electric vehicles and luxury car makers. The main brand principles include reliability, innovation, and sustainability. To alleviate the customer anxieties, Samsung needs to emphasize its battery technology leadership and the collaboration with seasoned car manufacturers.

3. ELEMENT 2: MARKETING MIX (4Ps)

Marketing mix has Product, Price, Place, and Promotion that are tools to execute marketing strategy (Baines et al., 2021). This section examines AutoOne's distribution networks, pricing policy, product attributes, and marketing initiatives.

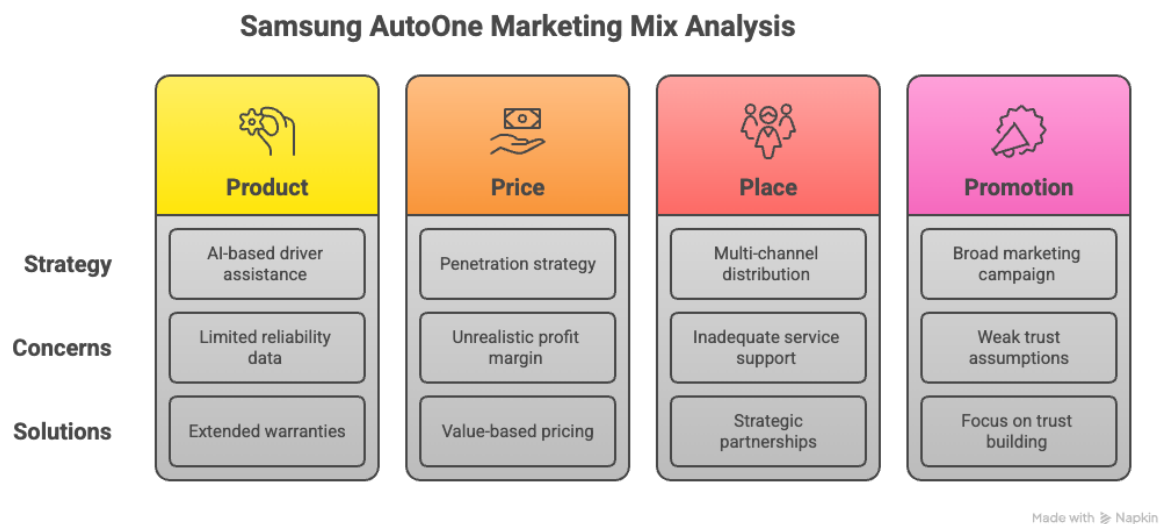


Fig 2: Marketing Mix (4Ps) Framework for Samsung AutoOne

3.1 Product Strategy

Samsung AutoOne is targeted at delivering and logistics operations in the urban regions. It has a driving radius of 500 km, which is higher than the average daily commuting distance of most delivery companies, estimated to be 150-200 km (Kotler et al., 2024). This makes it unnecessary to have to be charged frequently.

The car has Samsung Smart Display, artificial intelligence driver assistance, and support with Samsung devices. It is also equipped with 3.5 cubic meters of cargo carrying capacity such that it can be used in making numerous deliveries. As Chernev (2020) states, successful products need to align the needs of the customers and the capabilities of the company. AutoOne fulfills the customer demands in the form of

efficiency, sustainability, and technology. The fast charging can be deployed within 15 minutes, which minimizes the downtime and maximizes labor (Armstrong et al., 2023). The product strategy can however be enhanced with the provision of a bundle service like maintenance and insurance.

3.2 Price Strategy

The Samsung AutoOne sells at a price of \$28,900 and it employs the penetration pricing strategy to make customers rush in to buy. AutoOne also provides a range, quicker charging, and higher advanced features at a competitive cost compared to its rivals (Kotler et al., 2024).

Table 1: Pricing Comparison of Electric Delivery Vehicles

Vehicle Model	Price (USD)	Range (km)	Charge Time	Smart Features
Samsung AutoOne	\$28,900	500 km	15 min (80%)	Advanced AI, Full integration
Competitor A	\$32,000	450 km	30 min (80%)	Basic connectivity
Competitor B	\$26,500	400 km	45 min (80%)	Limited features

The cost covers the cost of production and marketing cost of distribution and 24 percent profit margin. Samsung will sell 150,000 units within the first year, which will yield some 4.3 billion dollars of revenue. Fleet and early-bird offers as well as flexible financing are also part of the pricing strategy. Samsung should however follow competitor pricing, and change prices with change in production costs.

3.3 Distribution (Place) Strategy

Samsung adopts a multi-channel distribution approach that targets various segments of customers (Armstrong et al., 2023). The channels used in distribution are Samsung Experience Stores, direct sales online, B2B fleet, and authorized dealers.

Table 2: Distribution Channel Strategy for Samsung AutoOne

Channel Type	Target Segment	Coverage	Year 1 Sales Target
Samsung Experience Stores	Individual professionals	50 major cities	30,000 units (20%)
Online Direct Sales	Tech-savvy customers	Global website	45,000 units (30%)
B2B Fleet Partners	Delivery companies	Corporate contracts	60,000 units (40%)
Authorized Dealers	General businesses	200 locations	15,000 units (10%)

Samsung Experience Stores appeal to customers with interest in technology and have the ability to have demonstration of their products. Online retailing is convenient and less expensive. Collaboration with big logistic firms offers volume sales and reputation. Authorized dealers increase coverage in areas where Samsung stores do not exist. In Years 1 and 3 respectively, Samsung will establish 100 and 250 EV service centers. Chernev (2020) states that selective distribution will serve to preserve a high brand image.

3.4 Promotion Strategy

The promotion adopted by Samsung is based on integrated marketing communication. The promotional budget of Year 1 is \$210 million, and emphasis has been put on online marketing, conventional advertising, experiential marketing, sales promotions.

Table 3: Promotional Budget Allocation for Year 1

Promotion Tool	Budget Allocation	Activities	Expected Reach
Digital Marketing	\$84 million (40%)	Social media ads, SEO, influencer partnerships	18 million impressions

Promotion Tool	Budget Allocation	Activities	Expected Reach
Traditional Advertising	\$52.5 million (25%)	TV commercials, print ads in business magazines	10 million viewers
Experiential Marketing	\$42 million (20%)	Test drives, showroom events, trade exhibitions	500,000 direct contacts
Sales Promotion	\$31.5 million (15%)	Corporate discounts, early-bird offers, fleet incentives	25,000 qualified leads

Digital marketing involves social media advertising, search marketing, and influencer collaborations with tech-savvy users (Kotler et al., 2024). The conventional advertising using TV and affluent magazines access corporate decision-makers. Experiential marketing also features test-driving in the larger cities where customers can experience the features of AutoOne (Armstrong et al., 2023). Promotions on sales incorporate first come first serve offers, fleet discounts, and trade-ins. Samsung needs to focus on the partnerships and practical examples of logistics companies to earn trust.

4. ELEMENT 3: PITCH: MARKETING STRATEGY PITCH

A marketing strategy pitch is a pitch that can clarify the idea of a brand to investors and customers simply in visuals and powerful messages (Duarte, 2019). This part is a reflection on the way the Samsung AutoOne marketing pitch was developed and what was provided in the pitch.

AutoOne pitch was made in the form of a clear and structured poster to present the brand in terms of its primary strengths. It emphasized six main points: the product features will include 500 km driving range and 15-minute fast charging, urban professionals-centered design, a marketing strategy based on digital and real-life experiences, high-tech features and support with AI and Samsung ecosystem, affordable price of \$28,900, and frequent updates of the software to facilitate innovation.

According to Osterwalder and Pigneur (2010), a good pitch should be clear on how a product addresses the problems of the customers. The AutoOne pitch succeeded in doing that by applying sections of colors, images, and such basic data as 150,000 units of projected sales. Nevertheless, it should be enhanced by the inclusion of customer feedback and risk planning.

5. ELEMENT 4: REFLECTION

Reflection refers to a process of critically considering experiences with the purpose of realizing the learning outcomes and enhancing professional practice in the future (Bolton, 2010). This part will be a reflection of my experience in developing a brand, creating a marketing strategy, delivering a presentation, and skills acquired in the course of Samsung AutoOne portfolio project.

5.1 Brand Development Experience

The creation of the Samsung AutoOne brand made me realize how brand extensions can be applied in new markets. This learning taught me how to align the advantages of a company with actual market requirements. According to Kolb (2015), learning occurs by examining the experience in practice and this was highly applicable in this project. The thing I learned is that a good brand extension should take advantage of the old brand equity and establish a trust in the new product line. Samsung studies indicated an advantage in battery technology, artificial intelligence, and connection, which are suitable to electric cars. Moon (2004) emphasizes the honest self reflection and I found out that I was good at market research but I initially found difficulty in pricing and financial planning. This has made me understand that brand development needs creativity as well as realistic business thinking.

5.2 Creation Process of Marketing Strategy

The development of the marketing strategy enhanced my research and analytical skills. The reflective cycle provided by Gibbs (1988) enabled me to create a description, evaluation, and improvement of the process. Initially, it was hard to combine segmentation, targeting, positioning, and the marketing mix. The work was made manageable by dividing each section into smaller tasks. According to Kotler et al. (2024), marketing options should always be ongoing and I understood how prices, distribution, and promotion should justify brand positioning. My academic research proficiency was also enhanced because I acquired knowledge on how to compare sources and pick out dependable information.

5.3 Presentation Delivery Reflection

The poster presentation was also a way of enhancing my visual communication skills. According to Reynolds (2008), excellent presentations must be clear and easy to look at. I was taught how to minimize text, employ tabling and how to arrange the content

logically. Feedback also enabled me to work on layout balance and clarity of information.

5.4 Skills Improved and Future Developments

The project has acquired market analysis, strategic planning, research and presentation design skills. According to Moon (2004), reflection helps in lifelong learning. I should work on financial analysis and industry knowledge. I intend to read in finance, conduct automotive case studies and consult professional advice as recommended by Gibbs (1988).

6. CONCLUSION

This portfolio will end by showing that Samsung AutoOne is a strong and feasible brand extension in the electric vehicle market. The research finds that there are explicit prospects among the urban professionals and delivery enterprises that have the interest of sustainable and technologically driven solutions. Powerful differentiation with the integration of the Samsung ecosystem, AI capacity, and battery life facilitates high positioning and competitive edge. The integrated STDP and 4Ps marketing mix exhibit strategic uniformity in the targeting, pricing, distribution, and promotion. The financial projections also enhance the feasibility and confidence in entering the market. On the whole, this project demonstrates that realistic marketing solutions can be generated through strategic planning, research, and alignment between the brand strengths and the market need.

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8. APPENDICES

Appendix A: Marketing Strategy Poster



Source: (Self- Creation)