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Module Name : Marketing management

Module Code : LCMB7024

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Word Count : 2690

Term : 1

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Introduction

In this assignment, I have selected Samsung, a multinational consumer electronics, and technology giant that branded smartphones, tablets, and home appliances as its innovative products. Samsung has developed a market record of delivering premium, consumer-oriented technology and discovery in to different markets, such as consumer electronics, semiconductors and display technology (Samsung Electronics, 2024).

The idea of the new brand is the Samsung Smart Car, which is an electric car that can be seen as a part of the Samsung Galaxy ecosystem. This car of the next generation will integrate environmentally friendly movement with an intelligent computer-aided system that provides customers a smart sustainable experience during a driving session. The Samsung Smart Car will boast of the latest drivers like autonomous driving support, voice-activated controls and will be integrated with Samsung devices and this will make it a connected and user-friendly car to the drivers (McKinsey & Company, 2023).

This assignment is done with the aim of creating a complete marketing plan of Samsung Smart Car. The target strategy will be based on car positioning in the market, target consumers and to use the relevant promotional, pricing and distribution strategies to launch the brand and position it successfully.

Element 1: Segmentation, Targeting, Differentiation, and Positioning (STDP) Analysis

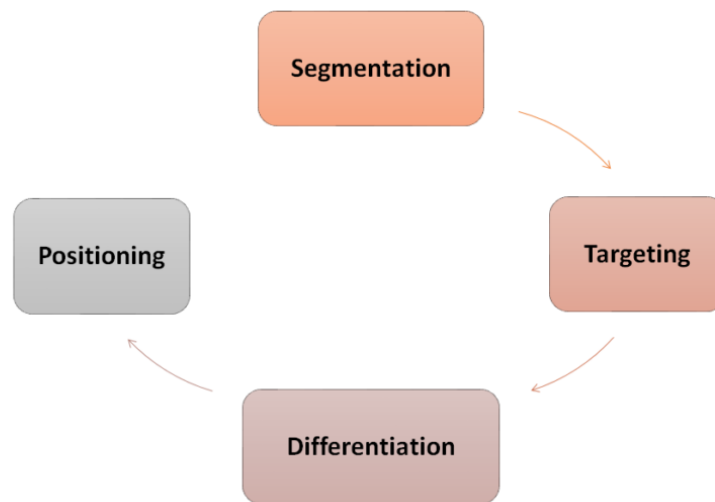


Figure 2: STDP/STP Marketing Model
(GeeksforGeeks, 2024)

1. Segmentation

Segmentation refers to the process of subdivision of the market into groups of consumers who share the same needs or characteristics.

Demographic Segmentation

The main target audience will be people in the age range of 20-55, since they will probably be more technologically oriented and eager to use the new technologies, including a smart car. The vehicle will also be aimed at middle to high-income earners since the earners are able to afford the high-tech, premium products (Deloitte, 2022).

Psychographic Segmentation

The Samsung Smart car will also find mass who are environmentally conscious and do not want to contribute to the carbon footprint. Ecosystem connectivity Galaxy seamless connectivity will be of greatest interest to consumers who appreciate convenience and integration of digital in their day-to-day lives. The vehicle will meet the demand of people

who share the same criteria of smart technology and easy user interfaces in their shopping (Kotler et al., 2022).

Behavioral Segmentation

The car is focused behaviorally on the early tech adopters. These customers are eager to incorporate the newest innovations into their lives, including the artificial intelligence-based systems, voice recognition capabilities, and state-of-the-art driving assistance. The increased need in eco-friendly transport also gives the Samsung Smart Car a great spot in the market of electric vehicles (EVs), serving the needs of customers that focus on sustainable and green solutions.

2. Targeting

The Samsung Smart Car is going after a particular segment of a high-tech professional and eco-aware consumer group who are seeking new innovative and sustainable ways to move around. This is the target group and they will include:

Demographic Profile: The consumers aged between 20-55, especially middle-income and high-income. This audience is better placed in terms of financial ability to spend on a high-end car with impressive features and the urge to bring a high-level technology into their lifestyle. They will include many working people, who usually live in big cities, and the values of convenience, technology, and sustainability are highly appreciated there (Chien & Wei, 2023).

Psychographic Profile: The most optimal target consumers will include the individuals who are environmentally minded and are in search of sustainable and future-proof car. There are also high probabilities that they have Samsung products and want to be integrated in their digital ecosystem where they will be open to the Galaxy-connectivity of the car (Bain & Company, 2023).

Behavioral Profile: the Samsung Smart Car is going to target the category of people who are the early users of technologies and are eager to enjoy new technologies like AI-driven driving assistance, voice recognition, and smart in-car experience.

3. Differentiation

The Samsung Smart Car will also be distinguished by its ability to combine both Samsung and sustainability in the market of electric vehicles (EVs) created by Samsung.

First, it will utilize a good brand equity and reputation of innovation and technology of Samsung. This by combining the Galaxy ecosystem connectivity of the car will be seamlessly integrated with the other Samsung devices, including smartphones, tablet, and wearables, offering users an integrated digital experience with their Samsung devices.

Second, the car will be differentiated by the use of AI-powered driving assistance system compared to the traditional cars. The autonomous driving system, superior safety measures, and voice-activated navigation will provide Samsung with a comfortability and safety-centered driving experience which improves ease, safety, and convenience.

Sustainability element will also distinguish the car more in a market where the trend of being environmentally friendly is increasingly gaining popularity. Being a fully electric car, it is going to attract the consumers who are primarily concerned with green solutions. It will satisfy the increasing demand of clean power and zero-emission cars with such specifications as a quick-charging system and an extended-range electric motor (Statista, 2023).

Lastly, the vehicle will have immersive smart in-car entertainment which will utilize the Samsung knowledge on display technology and audio systems to build up an advanced driving experience which will make the car not only a means of transportation but also an entertainment center.

4. Positioning

The Samsung Smart Car will be positioned as the final smart car that appeals to the high-tech consumer who is already modern, convenient, and does not ignore sustainability. The positioning statement is as follows:

“The Samsung Smart Car is an electric vehicle that integrates into the Samsung Galaxy platform, with the newest advanced smart technologies, and artificial intelligence has

created an assistant that will provide customers with innovation, convenience, as well as environmental-friendly mobility in their lifestyle”.

Regarding market positioning, the Samsung Smart Car will include the focus on the following:

Quality and Innovation: It will be branded as a high-end, new designer in the EV market. The experience of innovation in consumer electronics that Samsung had developed over the years will be one of the selling points, giving the car a basis of trust and quality (Nissan, 2023).

Integrated Experience: The car will be based upon the integration experience as the first electric vehicle to be compatible with the Galaxy ecosystem. This will attract users of Samsung devices that would want their technology products to be integrated.

High-tech Innovation: The vehicle will also be attractive to customers who wish to have intelligent features in their every-day driving experience, such as autonomous driving features, AI-based navigation, and smart interconnection with other Galaxy models (Luthra et al., 2023).

Element 2: Marketing Mix



Figure 2: 4P Marketing Mix

(Freepik, 2025)

1. Product: Samsung Smart Car

The Samsung Smart Car is an electric vehicle (EV) of the next generation, as it is intended to be coupled with Galaxy and provide a smart, safe, and technologies-driven driving experience. It combines the use of cutting-edge technology and sustainability, providing an answer to consumers who expect a high-tech feature and evaluations of the environmental soundness.

The vehicle comes with a long-range sustainable electric powertrain that is designed to be fast in charging. Its battery technology is aimed at reducing the carbon footprint of the cars, and in the light of growing market needs of green mobility solutions, this will help Falcon (Frost and Sullivan, 2023).

The other important feature is its Galaxy ecosystem, upon which one can link their Samsung smart phones, tablets, and wearables to the car with ease. This connectivity offers intelligent communications, up-to-date information, voice-activated applications, and makes the driving experience and convenience more comfortable (Gartner, 2023).

Lastly, Samsung display and sound technology will power in-car entertainment which will be immersive to both passengers and drivers. The combination of technologies, such as voice recognition, immersive sound, and interactive displays, will allow taking the driving experience to a new level (Samsung Electronics, 2024).

2. Price: Justification and Pricing Strategy.

Pricing of Samsung Smart Car will be in accordance with its high market positing in the industry as it is aimed at the consumers seeking a high-tech, environmentally friendly vehicle. The plan will incorporate high pricing along with introductory penetration pricing.

A premium pricing strategy will be applied to Samsung Smart Car considering its superior features which include AI integration, connection with the smart ecosystem and sustainability. Such a pricing approach is well-grounded on the exclusivity of the value the car brings to the market, which is a combination of brand equity of Samsung and a combination of the latest car technology (PwC, 2023). As long as consumers are ready to spend on these innovative technologies and an environmentally friendly vehicle, they will be likely to spend more on the total value.

To enhance awareness and promote trial among the early adopters at first launch, Samsung can adopt penetration pricing. Such a plan would provide an introductory price lower than the regular one during the initial months, which would allow Samsung to position itself in the market of EVs and create the initial consumer demand (Sweeney, 2023).

The price may continue to go up to a more sustainable rate, by use of skimming strategy, as the consumer demand is further increased, particularly in the established markets. Such an approach would allow to capitalize on the opportunities offered to people who are willing to pay premium prices by providing such benefits as autonomous driving and long-range performance (HBR, 2023).

3. Place: Distribution Channels

The marketing mix of Samsung Smart Car will be based on offline car sales along with online platforms, which means that many target consumers will have access to the product.

Samsung Smart Car will be sold in Samsung retail outlets, which serve the tech-sensitive market currently. These outlets will enable the customers to have hands-on experience with the car, communicate with the sales representatives and familiarize with its sophisticated features. It will provide in-store demonstrations and test drives and the additional advantage of the customer being exposed to other Samsung products in-store, which solidifies the brand ecosystem (Forbes, 2023).

Samsung will collaborate with any car dealership that will distribute Smart Car. These dealerships will focus on electric vehicles (EVs) and will employ professionals to demonstrate the full advantages of the Samsung integration of unique technologies and work with financing opportunities.

At first, the Smart Car will be introduced in major markets, including North America, Europe, and Asia, where the EVs uptake and integration of smart technology are rapidly increasing (IEA, 2022). Gradually, the car will increase its presence to the emerging markets, targeting those cities where there is a high need of eco-friendly transportation and smart devices.

4. Promotion: Advertising, Sales Promotions, Public Relations, and More.

To create awareness, create excitement and sales, the promotional strategy on the Samsung Smart Car will involve the combination of the traditional advertising, digital marketing of the product and also through the use of public relations.

The marketing of Samsung Smart Car will be conducted using diverse advertising platforms such as TV advertisements, internet video advertisements, and social media platforms such as YouTube and Instagram. The advertisements will highlight the intelligent technology of the car, paying attention to an AI-driven system, flawless Galaxy integration, and sustainability. These advertisements are going to be made in such a way that they are attractive to tech fans as well as consumers that care about the environment (AdAge, 2023).

Samsung will use online campaigns to reach a very specific target market, through social media platforms like Facebook, Google and twitter. Such campaigns will be done with sophisticated customer targeting to attract consumers who have been interested in electric vehicles or smart technology (eMarketer, 2023). Retargeting adverts will also be used to strengthen the brand awareness and making potential buyers convert.

Under the launch stage, Samsung can provide short-time promotions such as discounts or a long warranty on the early buyers. Another option is the introduction of a loyalty program where the owners of Samsung devices can use their products to get discounts on the car upon putting on their outdated Samsung-related devices (Nielsen, 2023). Moreover, the referral programs will allow customers to earn regarding inviting new customers with unique Samsung products or accessories.

Samsung will also make public relations, such as release of the press, demonstrating the products and conducting interviews with the media to develop interest within the automotive media and technology journalists. Moreover, the car will be presented to the world in the launch events of major automotive fairs and shows such as the Geneva Motor Show and CES to hundreds of thousands of tech enthusiasts, journalists, and industry

leaders (TechCrunch, 2023). The message will be further strengthened by influencer partnership with salient individuals in the automotive and technology sectors.

Element 3: Marketing Strategy Pitch

SAMSUNG SMART CAR

NEW BRAND DEVELOPMENT

Samsung smart car represents a new direction for samsung as the company expands its ecosystem into the mobility sector.

KEY FEATURES

- Complete Galaxy ecosystem connectivity.
- Smart things powered in-car interface. (statista,2024)
- Advanced voice-activated controls.
- Improved electric vehicle efficiency and rapid-charging support.(McKinsey & company 2023)

ALIGNMENT WITH CUSTOMER TRENDS

Samsung SmartCar responds directly to several major consumer and industry shifts .

- Growing interest in connected and intelligent vehicles.
- Rising confidence in autonomous and assisted driving features.
- Consumer demand for personalized in car experiences
- Higher expectations for sustainability and clean mobility.

SEGMENTATION

Demographic Segmentation

- Ages 20-55
- Tech-savvy professional frequent travellers
- Middle -to-high-income groups

Psychographic Segmentation

- Environmentally conscious individuals
- Consumers who value convenience and digital integration .(kotler,p,keller,K.L. and Chernev A. 2022)

MARKETING MIX

Product Strategy

- Galaxy AI assistant features .(Samsung Electronics,2024)
- Safe driving sensors (ADAS)
- Immersive Smart things screen and sound
- Customizable software updates

Promotion Strategy

- Digital campaign highlighting connectivity
- Interactive test drive events in samsung experience stores
- Partnerships with ride-sharing tech company

CONCLUSION

Samsung Smartcar is positioned to become the next generation smart vehicle with Galaxy ecosystem integration and AI advancement. The market segmentation plan, marketing push will drive the brand forward.

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Element 4: Reflection

Considering the creation of the Samsung Smart Car marketing strategy, it becomes evident that the application of high-end technology, green elements and sustainability have vast opportunities because of reinventing the automotive industry. The given project was a chance to take a closer look at the dynamic nature of a relationship between consumer behavior and market trends and product positioning in a rapidly developing industry related to electric vehicles. The biggest challenge was fitting the Samsung Smart Car with existing brand values in Samsung that the targeted market would be inclined to the premium pricing and advanced technology.

I got to understand the necessity of striking a balance between innovation and affordability through the process, it is one fact that early adopters are important in a market but it is equally important to ensure that the market adopts the products in high numbers in order to be successful in the long run. Pricing policy was forced to include not only current technological improvements, but pricing of production and readiness of consumers to invest in a hi-tech, environmentally-friendly solution as well. More so, the promotion and distribution channels had to be carefully cognizant of the possibilities which the global presence of Samsung provided to introduce the product to both the technology lovers and the environmentally conscious buyers.

Among the most important lessons I learned in the process is the expanding influence of online marketing and e-commerce in automobiles sales and purchases in particular as consumers become more online-oriented. The application of special advertisements and online demonstrations will play a fundamental role in reaching the technologically aware generation used to the Samsung ecosystem and more inclined to make purchases online.

Along with these lessons, this was not the process without difficulty. The relevance of a unique selling proposition was added by the necessity of differentiation via the presence of a competitive market, which is particularly acute in the case of the already existing EV giants, such as Tesla. Making Samsung the new ecosystem of the vehicle would be a good approach to establishing brand differentiation, yet sustaining this would have been a priority as well.

In future, I would treat the phase of launching unlike the present situation and take into consideration a more aggressive pricing model, which would help to achieve some initial market share with more complex post-launch customer engagement options. Also, additional research of the regional preferences may facilitate the achievement of marketing strategies toward the country or city where the adoption of EV is different. Altogether, the experience of working on marketing plan of Samsung Smart car has enriched my knowledge regarding the overlap of innovation and technology integration, and consumer behavior and the tendencies to influence the future of marketing of cars.

Conclusion

To sum up, Samsung Smart Car is a combination of the latest technology and the environmental friendliness to provide the unique product in the electric car market. It aims at tech-savvy and environmentally friendly customers with the incorporation of AI-powered features and an easy connection with the eco-friendly world of Samsung. The marketing plan is oriented towards the positioning of car as a high quality, innovative product with a well-planned pricing, distribution and promotional strategy that would ensure market penetration. Having a close connection to the values of innovation and quality, which are highly relevant to Samsung, the Samsung Smart Car could become a game-changer in the world of automobiles and the representative of the modern electric cars.

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