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## **MARKETING STRATEGIES PORTFOLIO**

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## **INTRODUCTION**

This assessment portfolio creates a strategic marketing plan that is concentrated on brand development in the technological market with the application of the main marketing management concepts to a practical organisational setting. Samsung is a major technological corporation in the world, dedicated to providing the world with a better society through its talent and innovations with a strong sense of excellence, integrity and environmental responsibility (Hwang *et al.* 2023). In 2024, Samsung was the market leader in the world TV market for the 19th consecutive year and shipped millions of smartphones around the world, with around 23.6% of the global mobile market and a rise in revenue supported by the intensive investment in AI and memory technologies in R&D (Park *et al.* 2025).

This portfolio aims to create a strong marketing concept based on brand building of Samsung, as well as a convincing brand extension that matches with the prevailing market trends and sustainability objectives. In this report, a STDP analysis, an in-depth 7Ps marketing mix, and a reflective analysis of the brand development process will be presented and thus illustrate the concepts of strategic marketing principles that are applied in real-world business development.

## **ELEMENT 1: BRAND EXTENSION**

### **1.1 Overview of Samsung**

Samsung Electronics is an international technology company with operations in its two divisions Device eXperience (DX) and Device Solutions (DS), and that provides consumer electronics, mobile communications and semiconductor solutions (Kyung, 2023). Samsung is a leader in the field of AI-driven innovation and connected ecosystems and was listed as a Top-5 Global Brand by Interbrand in 2024, with a brand value of \$100.8 billion. The company has been the leading supplier of TVs in the world for 19 consecutive years and still holds the top lead in the production of memory semiconductors (Tung, 2024).

In 2023, Samsung allocated more than KRW 28 trillion in research and development, which supports the company in maintaining a competitive edge in the incorporation of AI in Galaxy devices, in Smart TVs and home appliances (Ahmad *et al.* 2024). It has a SmartThings platform which links more than 290 million registered users across the globe, which is a strong indicator of its market-based ecosystem.

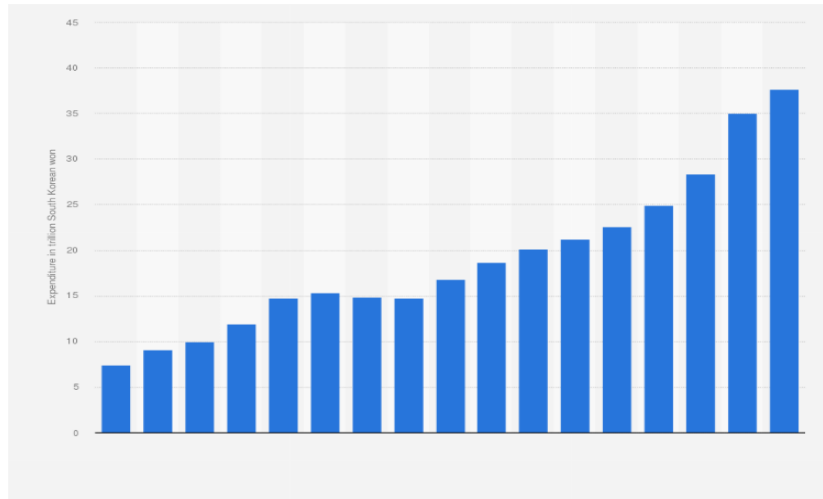


**Figure 1: Samsung R&D spending 2025**

(Source: Ahmad *et al.* 2024)

## 1.2 Proposed Brand Extension

The suggested expansion is the Samsung Smart Sustainable Home Energy System - an artificial intelligence based renewable energy project that will combine high efficiency solar panels, home battery storage and intelligent energy optimisation through the SmartThings ecosystem. It offers real-time control, anticipator energy control and smooth connections to Samsung appliances and EV chargers so that homeowners need to decrease grid reliance and streamline energy usage with a single mobile app.

## 1.3 Market Justification

The AI-based energy management systems are growing faster with the growing global energy expenses and the growing trend toward smart home automation. Shoppers are demanding more integrated solutions that can offer them cost effectiveness, sustainability and digital convenience (Khaleel *et al.* 2024). The developed AI and SmartThings platform developed by Samsung has created a strategic potential in fulfilling this demand and responding to the rise in ESG demands imposed by regulators and investors.

## 1.4 Sustainability Alignment

Samsung's environmental strategy aims at sustainable scope 1 and 2 emission of net-zero by 2030 (DX division) and net-zero by 2050 as a company. The company is increasing the use of renewable energy and circular economy programs such as the use of recycled materials in the Galaxy devices as well as global e-waste recycling programmes.

## ELEMENT 2: STDP ANALYSIS

### 2.1 Market Segmentation

#### Geographic Segmentation

Its major geographic target is the urban developed markets, especially the United Kingdom, the European Union member states, South Korea and the United States. The regions have high rates of smart home adoption, high levels of digital infrastructure and favorable renewable energy policies. Residential solar installation is being expedited by the European Green Deal and the UK Net Zero Strategy and tax incentives and rebates on home renewable installations by the US Inflation Reduction Act (Szpilko *et al.* 2024). The long-held position that Samsung has in smart phones, home appliances, and connected devices in these markets eases barriers to entry and enables expansion of the ecosystem-based approach to energy solutions.

#### Demographic Segmentation

The target market is demographically having homeowners of middle to high household income and aged between 28 and 50 years. This is a group with financial abilities and long-term investment orientation that would be required in solar and battery installations. The high end positioning of Samsung in its Galaxy line of smart phones as well as the Neo QLED TVs depicts a high likelihood of appeal to up-market two earner families (Bhardwaj *et al.* 2024). Homeownership is an important variable since to make an installation choice property ownership and commitment is mandatory.

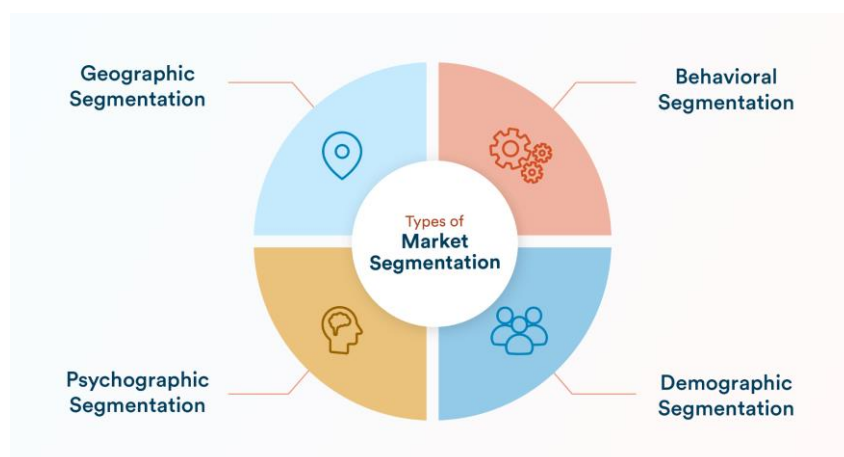


**Figure 2: Market Segmentation**

(Source: Szpilko *et al.* 2024)

#### Psychographic Segmentation

Extended psychographically, the extension aims to capture the attention of environmentally conscious customers, technology-driven practitioners and status-

conscious creators. The SmartThings platform by Samsung combines different types of devices, and also interoperable standards like Matter, including energy-related devices (Bakare *et al.* 2023). This is an indication of a customer base that is used to connected living and digital automation. Such consumers are conscious of sustainability, convenience and smart integration, which are in line with the innovation based brand identity of Samsung.

### **Behavioural Segmentation**

As a behavioural aspect, the extension is targeting early adopters of AI and smart home technology, current SmartThings users, and sustainability-oriented consumers who want to be energy independent. The SmartThings AI Energy Mode has proven to save energy that can be measured by Samsung, reports show that it can save up to 30 percent of energy usage by compatible appliances.

## **2.2 Targeting Strategy**

Samsung shall use a differentiated targeting strategy to achieve the balance between scalability and precision. A generic strategy would not capture the existence of real disparities in both purchasing power and technology maturity between segments and an excessively close target might limit market opportunities in an already growing smart energy sector.

### **Primary Target Market**

The main segment is the urban middle-to-high income and homeowners aged between 30 and 45 who already have Samsung smart devices and show environmental awareness. This group is connected to the digital world, has sufficient income, and is brand-loyal. By marketing to current SmartThings customers, the company will also earn cost advantages of reducing the purchase price and increase customer lifetime value by expanding the ecosystem, which reinforces the connected experience strategy at Samsung.

### **Secondary Target Market**

The secondary segment comprises families with high-income brackets aged between 40 and 55 years and the early adopters of electric vehicles that need to have home charging and energy storage systems. Due to the growing popularity of EVs, the requirements in intelligent load management and battery optimisation become more popular (Poyyamozhi *et al.* 2024). This segment is convenience and sustainability-focused and long-term cost control, which fits the Samsung AI-based energy proposal.

### **Strategic Justification**

The differentiated strategy will capitalize on the Samsung investment of research and development to the tune of over KRW 28 trillion in the year 2023 and its world-renowned brand with a valuation of \$100.8 billion (Rojek *et al.* 2025). These assets help Samsung to differentiate value propositions by segment and retain premium positioning and technological leadership.

### 2.3 Differentiation Strategy

The smart energy market of renewable energy is increasingly competitive and big technology and electronics companies enter the sustainability-based innovation. The competitors are Apple, Tesla and LG which operate in similar but differentiated fields (Nagapurkar *et al.* 2024).

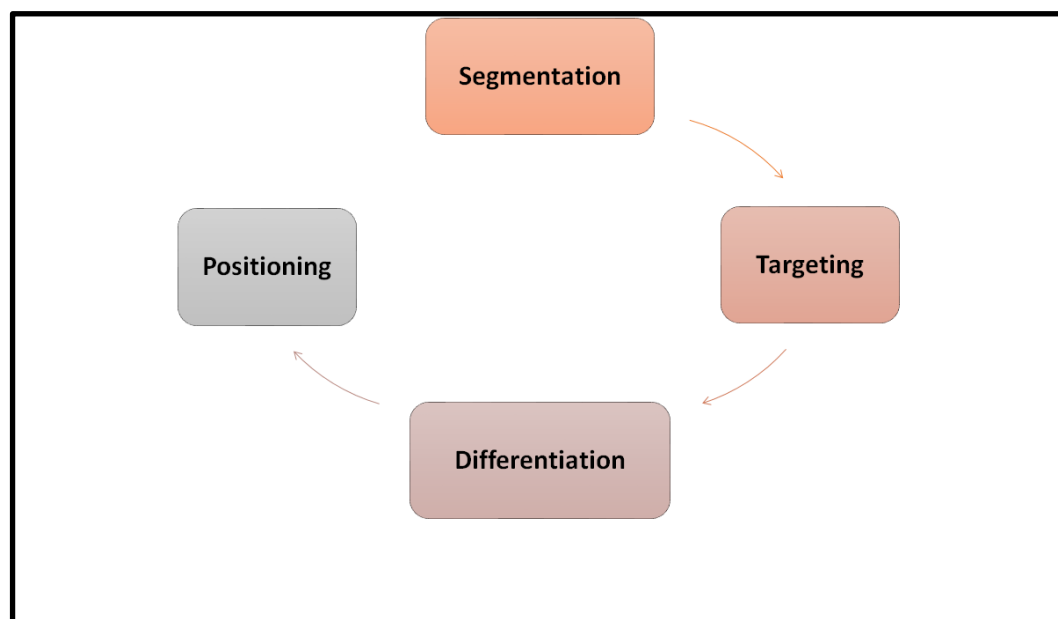


**Figure 3: STDP analysis**

(Source: Bhardwaj *et al.* 2024)

### Competitive Landscape

Apple also focuses on the integration of ecosystem and sustainability reporting but does not offer residential solar and battery infrastructure. Tesla has battery storage and solar systems but does not have a diversified smart home environment but focuses more in the automotive industry and energy industry (Raj *et al.* 2024). LG sources solar panels and battery elements but does not have a built-in AI-based consumer electronics system like Samsung.

### Samsung's Differentiation Factors

Ecosystem connectivity, AI capability, brand trust and global scale are the differentiators of Samsung. In comparison to other competitors who sell individual

hardware, Samsung includes smartphones, appliances, Smart TVs and energy monitoring into SmartThings, which is controlled with a single interface (Ali *et al.* 2024). By using AI in Galaxy products and home appliances, Samsung can make the smartphones and appliances predictive in how they use energy, changing its consumption based on the frequency of use, tariff fluctuations and weather conditions. Samsung has economies of scale and technological credibility as a Top-5 global brand and semiconductor leader with manufacturing capacity. Its sustainability pledges such as its net-zero Scope 1 and Scope 2 emissions by the DX division by 2030 and the entire company by 2050 improves ESG alignment and investor and consumer confidence (Durrani *et al.* 2025).

## **2.4 Positioning Strategy**

Samsung will be implemented on a value-based and innovation-based positioning strategy that will incorporate economic, environmental and technological advantages.

### **Value Proposition**

The suggested system offers two benefits, the first to save on electricity by using AI-optimised energy management and the second to cut domestic carbon emissions by incorporating renewable energy. Samsung does not just compete on the hardware performance, instead it packages the extension as an overall intelligent energy ecosystem as part of the daily connected life.

### **Perceptual Positioning**

In a perceptual model, Tesla scores high in sustainability and relatively low in connecting with the ecosystem. Apple has a high rank in terms of ecosystem prestige but does not have the capability of renewable infrastructure. The strategic quadrant that Samsung targets to be in is the one that is highly sustainable, with high ecosystem integration, and high technological intelligence (Shabha *et al.* 2023). The premium brand perception and differentiation are strengthened through this positioning which is multidimensional.

### **Positioning Statement**

Intelligent energy control, environmentally conscious homeowners are offered Samsung Smart Sustainable Home Energy System, which is an AI-powered, all-encompassing ecosystem of renewable energy, lowers energy expenses and reduces carbon footprint and links smoothly with common everyday smart devices.

## ELEMENT 3: MARKETING MIX (7Ps)

### 3.1 Product

The Samsung Smart Sustainable Home Energy System builds upon the tradition of Samsung as an innovative and experience-linked company. The major advantage that it puts forward to consumers is automated energy independence - lessening dependence on grid energy and reducing electricity expenses and facilitating carbon reduction efforts. The corporate sustainability framework of Samsung emphasizes its undertaking of the goal of net-zero on carbon emission by 2050, as well as its growing use of renewable energy in its various facilities across the world, which indicates the strategic alignment of a product that is energy-oriented.



**Figure 4: Marketing Mix (7Ps)**

(Source: Shahzad *et al.* 2024)

### 3.2 Price

The price of Samsung will be determined by value-based pricing strategy where the price is determined not only by the real economic value (saving bills in the long-term) but also by the intangible value (eco-credentials and integration convenience). The current product offerings including Galaxy S series and Neo QLED TV from Samsung are offered at a premium price based on the performance, innovation and ecosystem advantages and the cost strategy is consistent with the premium nature of the energy system (Shahzad *et al.* 2024). In its quest to enhance affordability, Samsung might

provide financing through Samsung Finance+ just like it does with consumer products in most markets today or can enter into an agreement with energy service companies to offer green financing and leasing opportunities.

### **3.3 Place**

The distribution strategy of Samsung will take the form of direct and indirect. The Samsung online store (samsung.com) is already an online sales channeling platform of premium electronics. This offers an easy-going digital selling experience where users can build their energy system with financing options and SmartThings account integration.

Besides online channels, Samsung will retail in favor of the selected smart home retailers and certified installers of renewables, which would make the product more accessible to customers who want to consult with a specialist in person. B2B strategic partnerships with energy companies and solar installers will mean channel credibility and regulation (Min Seong Kim, 2023). The current SmartThings Energy initiatives with energy management stakeholders throughout the world may indicate that Samsung is willing to engage more in energy ecosystems.

### **3.4 Promotion**

The promotion will be based on an Integrated Marketing Communications (IMC) approach that includes digital media, sustainability messages and influencer participation. The digital campaigns will operate within both owned (samsung.com, Samsung TV+, social channels) and paid media and will be based on the messaging that is organized around three pillars: AI intelligence, renewable savings and ecosystem connectivity.

Samsung has a long history of conducting digital campaigns on the launch of Galaxy and SmartTV globally with a high engagement rate, which can be seen as an indication of the ability to strengthen the new product story. The sustainability message will resemble corporate messages of Samsung and Samsung such as its commitment to use 100% percent renewable energy in its operations in the key regions (Zhou, 2025). As this is written on its sustainability site, it will establish a sense of authenticity in terms of product marketing versus corporate ESG promises.

### **3.5 People**

The human resources will play a crucial role, particularly installation and after sales services. The current global service network (e.g. certified appliances and consumer devices technicians) used by Samsung gives it a base to establish a network of

certified renewable energy installers. There will be a need to train and have professional competency regarding the solar and battery installations.

Customer service will be provided through the channels: 24/7 online customer service via SmartThings app, and Samsung customer service hubs, which will be supplemented with AI-based chat customer service and regional service hubs capable of dispatching technicians on demand (Tokić, 2025). Samsung brand promise is based on high-quality service delivery which helps in building long term loyalty in high investment products.

### **3.6 Process**

The customer experience will start with an online configurator on the samsung.com that will gauge the energy requirements based on the size of the home, past usage, and local solar potential. Site inspection and installation will be performed by certified technicians on-site after purchase and compliance and safety must be observed.

It will be integrated with SmartThings app, which will automatically identify and set up all the system elements and will help the user to set up the system by using step-by-step tutorials. Frictionless device onboarding is already shown in the Samsung case, where SmartThings pairing and AI customisation is used in connected home systems. Lean processes will lead to consumer satisfaction and less complexity perceived which is crucial in the adoption of technology.

### **3.7 Physical Evidence**

Physical evidence consists of both physical and electronic indicators that strengthen product quality and brand readiness. The SmartThings app interface will show real-time energy generation, battery levels, carbon reduction, which will make the technology appear more sophisticated and build on the perceived technology sophistication (Doroh *et al.* 2025). The design approach in which Samsung delivers on the Galaxy products and appliances will make sure that hardware beauty indicates a high quality of products. The packaging will be done using environmentally friendly material in accordance with the sustainability requirements of Samsung, which already focuses on limiting the amount of packaging waste of its consumer products.

### **ELEMENT 4: REFLECTION**

The reflection is based on Gibbs Reflective Cycle (1988) to assess my experience in creating the Samsung Smart Sustainable Home Energy System brand extension and poster presentation preparation.

# Gibbs Reflective Cycle



**Figure 5: Gibbs Reflective Cycle**

(Source: Gibbs, 1988)

## 4.1 Experience

The brand extension that had to be developed, involved translation of the marketing theory into a realistic strategic proposal. I chose Samsung due to its robust integration with ecosystem and sustainability initiatives. During the concept development, I examined how the trends of SmartThings, AI capabilities, and renewable energy could rationally support the expansion to the smart home energy systems. To make the poster presentation, it became necessary to condense the processes of detailed STDP and 7ps analysis into an easily visible academically structured format. Its delivery enhanced my self-esteem in discussing strategic alignment, competitive positioning and value-based pricing in a short period of time.

## 4.2 Skills Gained

This procedure helped me a great deal to think strategically. I also got to know how to evaluate the extension as fitting into the brand architecture and technology strength of Samsung, as opposed to suggesting an unrealistic diversification. My critical analysis skills were developed because I was able to compare sustainability claims to financial feasibility. I went past the description to justify and said why it was a good idea to

target middle-to-high income homeowners because of the cost of installation and long-term ROI.

#### **4.3 Challenges**

The need to balance sustainability and profitability was one of the biggest problems. The renewable infrastructure is a costly business and thus I needed to explain the premium prices and financing terms with reason. Competitive differentiation especially with regards to established players in the home battery storage was another challenge. I decided to beat this through focusing on integration of the ecosystem and smart AI intelligence instead of competing with hardware only.

#### **4.4 Professional Development**

The strategic marketing competence that I enhanced through this project was the ability to critically apply STDP and the 7Ps. The presentation ability has enhanced my ability to organize intricate analysis in brief visual presentation thus making me more confident in school and workplace.

#### **4.5 Future Improvements**

Primary research would be included in my future projects to confirm assumptions, create more convincing financial forecasts like break even analysis, and further competitor benchmarking to promote strategic strength and credibility.

#### **CONCLUSION**

The results suggest that Samsung Electronics has a good chance to pursue the smart renewable energy market with its SmartThings ecosystem, high investment in research and development, high brand value and artificial intelligence (AI). Discriminated targeting strategy and synthesized positioning strategy offer apparent competitive advantage and long run growth prospects.

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Appendix

Brand Extension Poster Presentation



**SAMSUNG**

Optimize the products in your home for energy savings with ENERGY STAR certified Smart Home Energy Management System

Learn more at: [www.samsung.com/uk/energy](https://www.samsung.com/uk/energy)



## Samsung Smart Sustainable Home Energy System

### Overview of Samsung

#### Core Business

- Global leader in consumer electronics, mobile communications, and semiconductor
- Operates through Device eXperience (DX) and Device Solutions (DS) divisions
- Invested over **KRW 28 trillion in R&D in 2023** (Park et al. 2025)

#### Brand Reputation

- Ranked **Top 5 Global Brand** with brand value of **\$100.8 billion**
- 19 consecutive years as **Global No.1 TV manufacturer**
- Strong global ecosystem via **SmartThings** (290+ million registered users worldwide)

#### Market Position

- Leading global smartphone and memory semiconductor producer
- Strong AI integration across Galaxy devices, appliances, and Smart TVs (Tung, 2024).
- Expanding connected home ecosystem strategy

#### Market Justification

- Rapid growth in **global smart home and energy management markets**
- Rising energy prices increasing demand for home energy independence (Khaleel et al. 2024)
- Strong AI adoption across Samsung product portfolio
- Increased ESG expectations from investors and regulators
- Consumers prioritising sustainability and cost efficiency

### Proposed Brand Extension

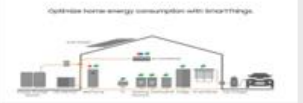
#### Samsung Smart Sustainable Home Energy System

- AI-powered solar panel system
- Home battery storage solution
- Fully integrated with SmartThings app
- Real-time energy monitoring and optimisation
- Predictive AI energy usage management



### Sustainability Alignment

- Samsung DX division targets **net-zero Scope 1 & 2 emissions by 2050** (Szulko et al. 2024)
- Company-wide net-zero target by **2050**
- Increased renewable energy transition (over 90% renewable electricity use in DX operations (Ahmad et al. 2024)).
- Circular economy strategy: recycled materials in Galaxy devices, expanded e-waste recycling
- Supports household carbon reduction and renewable integration



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