



**PROGRAMME: MASTER OF BUSINESS  
ADMINISTRATION**

**MODULE: MARKETING MANAGEMENT**

**MODULE CODE: LCMB7024**

**ASSIGNMENT TITLE: MACRO-ENVIRONMENTAL  
FORCES AND COMPETITIVE STRATEGY**

**STUDENT NAME: Wares Sikder Anik**

**STUDENT ID NUMBER: 2518993**

## Table of Contents

|                                                     |    |
|-----------------------------------------------------|----|
| Element 1: Brand Extension Poster Explanation ..... | 3  |
| Element 2: STDP Analysis .....                      | 4  |
| 2.1 Segmentation.....                               | 5  |
| 2.2 Targeting.....                                  | 6  |
| 2.3 Differentiation.....                            | 6  |
| 2.4 Positioning .....                               | 7  |
| Element 3: Marketing Mix (7Ps) .....                | 7  |
| 3.1 Product .....                                   | 8  |
| 3.2 Price .....                                     | 9  |
| 3.3 Place.....                                      | 9  |
| 3.4 Promotion.....                                  | 10 |
| 3.5 People.....                                     | 10 |
| 3.6 Process .....                                   | 10 |
| 3.7 Physical Evidence .....                         | 11 |
| Element 4: Reflection .....                         | 11 |
| References.....                                     | 13 |
| Appendix.....                                       | 16 |

## Element 1: Brand Extension Poster Explanation

Microsoft is a multinational tech company that is considered innovative in software, cloud computing, artificial intelligence, and digital services. The pillars of the brand include trust, reliability, inclusivity, and continuous innovation, and they are supported by a high brand equity through decades of credibility of the enterprise. This equity will enable Microsoft to venture into the adjacent technology segments with less perceived consumer risk (Eggers and Eggers, 2022).



**Figure 1: Smart Living Ecosystem**

(Source: sandeep, 2021)

Microsoft ecoSmart Home Platform: It is a brand extension into smart-home and sustainable living. This platform is an integration of artificial intelligence, Internet of things and cloud-based analytics to manage the household energy usage, security and connected appliances through one digital platform. Real-time data monitoring and automated decision-making optimize energy emissions and enhance comfort and control of the users (Oliveira *et. al.* 2023).

The market is also popular due to the tendency towards quicker smart home technology and the increased use of AI-based solutions. The families are seeking intelligent systems that minimize the operation costs, improve effectiveness, and deliver linked lives particularly in urban areas where power costs are rising.



**Figure 2: AI- and IoT-Enabled Smart Home**

(Source: Tank, 2024)

EcoSmart Home Platform is concerned with sustainability. Predictive analytics will reduce energy consumption, carbon emissions within the household, and encourage responsible consumption, making Microsoft a technological leader in the creation of environmental value (Foziljonov *et. al.* 2025).

## **Element 2: STDP Analysis**

The current section applies the Segmentation, Targeting, Differentiation, and Positioning model to the market strategy of the Microsoft ecoSmart Home Platform. Analysis determines the right customer segments in a systematic manner, assesses target market attractiveness and justifies strategic areas of focus. It also examines the value of creating competitive differentiation and the exact positioning in order to increase brand relevance and sustainable market entry in the evolving smart home technology landscape.

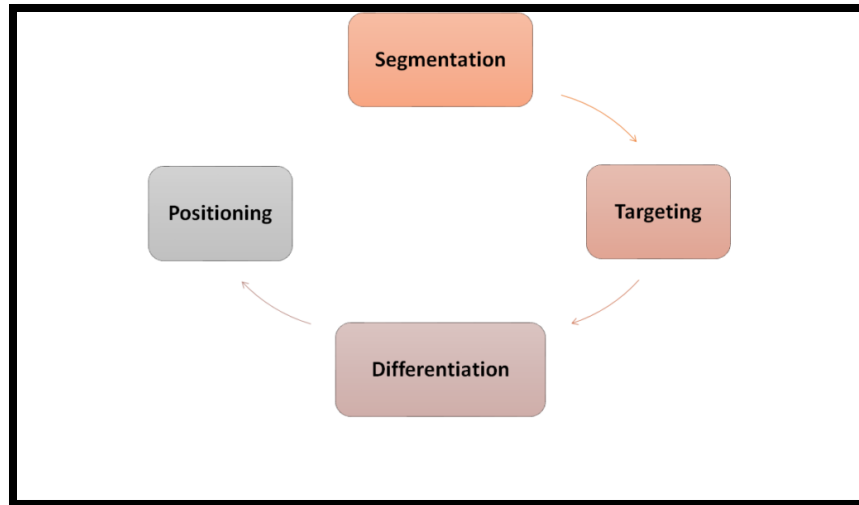


**Figure 3: STDP Framework**

(Source: Fripp, 2026)

## 2.1 Segmentation

The Microsoft EcoSmart Home Platform belongs to the smart home and sustainable technology market characterized by a large variety of consumer needs and implementation levels. It is therefore necessary to have proper segmentation to have meaningful customer segments and allocate resources effectively.

Geographically, the core market includes urban and suburban regions in developed economies with a digital infrastructure, broadband access, and smart device adoption rates of 75 or greater (Agustian, Bakhri and Faozi, 2025). These areas tend to be more susceptible to smart energy management solutions that typically are more exposed to environmental policies and have a higher level of energy consumption.

The segmentation of the target market is based on the middle-to-high income, and stable working of the population in the range of 30 to 60 years. This market segment enjoys higher purchasing power and has more to invest in long-term technological solutions.

The target consumers have psychographic characteristics of sustainability, technologically optimistic, and prefer convenience-based lifestyle. They value efficiency, web-based control, and

conscious consumption and are likely to equate smart technologies with modern life and social responsibility (Dewi *et. al.* 2024).

Behavioural segmentation identifies consumers that are high technology users that are innovative and problem solving. These consumers are focused on household expenses, discover energy-efficient alternatives, and are extremely active on digital landscapes.

## **2.2 Targeting**

Microsoft EcoSmart Home Platform will adopt a differentiated targeting strategy and focus on technology-enabled homes and sustainability-oriented homes with latitude to other segmentation in the future. The target group will consist of urban and suburban homeowners aged between 35 and 55 years, who earn above average income and are highly digital literate and eco conscious (Suh, 2025).

This segment is strategically attractive due to its size, growth and profitability. More than 60 percent of this demographic have already adopted Smart homes, and the energy bill is a measurable portion of household expenditure, which predisposes efficiency solutions. Moreover, such consumers have lower price elasticity when products are promising to reduce costs in the future and to be technologically stable (Zhou, Qian and Kaner, 2024).

The target segment that has been identified is also compatible within the existing Microsoft ecosystem. Microsoft already enjoys many consumers that use its services in work, education, and personal productivity, which reduces barriers to adoption and builds trust in the platform.

## **2.3 Differentiation**

Microsoft EcoSmart Home Platform is differentiated by technological superiority, brand trust and ecosystem integration. The platform offers an integrated solution, rather than discrete smart home devices, which combines artificial intelligence, cloud computing and real-time analytics with the goal of optimising the utilisation of energy in the home and synchronisation of the devices.

The platform advantage is the capacity to predict the usage, analyzing trends and automating decisions to reduce inefficiencies (Jerab and Mabrouk, 2023). This capability extends beyond

reactiveness to monitoring and renders the platform a smart home management platform. The use of uncohesive solutions by competitors that must be manually managed and utilize other applications makes the work of the user challenging.

Brand trust also increases differentiation. The reputation of long-term data security, reliability of the systems, and infrastructure of the enterprise level enables Microsoft to reduce the concerns of the consumers related to privacy and system malfunction. This trust comes in particularly handy in the context of smart homes, where data sensitivity and continuous connectivity are quite vital (Cui, van Esch and Phelan, 2024). Systems integration enhances differentiation because they can be easily interoperable with other systems that exist.

## **2.4 Positioning**

The value proposition of intelligent efficiency, sustainability, and control is the foundation of Microsoft EcoSmart Home Platform. The platform will empower households to reduce energy consumption, lower operating costs, and operate their homes with advanced technology (Budiarti, 2024).

The positioning statement could be formulated as follows: *Microsoft EcoSmart Home Platform is an intelligent, AI-driven solution that enables environmentally conscious households to manage energy and connected devices efficiently, securely, and sustainably through a single trusted digital ecosystem.*

Perceptual positioning places the platform in the junction of high technological sophistication and high sustainability performance. Compared to its competitors, it has a higher but lower-priced niche with a complex functionality and long-term cost cut and sustainability (Diaz *et. al.* 2022). Positioning of this kind may be appealing in reasons, both rational (efficiency and savings), and emotional (responsible living and confidence in technology).

## **Element 3: Marketing Mix (7Ps)**

This section is a critical analysis of marketing mix role in strategic development of the Microsoft EcoSmart Home Platform. The 7Ps implementation demonstrates how product design, prices, distribution, communication and service delivery are choreographed to create an integrated value

based offering that helps to embed the brand position, enhance the customer experience and lead to the long term sustainable growth.



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

(Source: Collidu, 2024)

### 3.1 Product

The Microsoft EcoSmart Home Platform is poised as a smart home and energy management platform that offers the practical efficiency and sustainability worth of long-term value. The fundamental need of the platform at the core product level is intelligent energy optimisation, where the platform enables the households to monitor, control, and reduce energy consumption by automatically making decisions. This is a direct reaction to rising household energy costs and the environment (Caesar *et. al.* 2022).

A real product is a cloud-based software platform, supported by AI-based analytics, IoT connectivity, and centralised user interface accessible via mobile and desktop applications. The system will make smart meters, appliances, security machinery, and environmental sensors to be all in a single ecosystem.

The augmented product is supported by constant software updates, cybercrime protection, customer support, and third-party integration. Value is also enhanced with subscription analytics reports capable of providing monthly performance reports to enable users to document a one-year

energy savings of up to 20% (Firnanda and Nirawati, 2025). Speaking of the product life cycle, the platform is at the development stage, judging by the increasing trends of smart home adoption and the expansion of the demand of sustainable technologies.

### **3.2 Price**

The Microsoft EcoSmart Home Platform pricing model will be based on value-based pricing since the platform can deliver long-term economic and environmental benefits rather than price competition. It offers the service in the tiered subscription model with basic, advanced, and premium and differentiates it according to the functionality of the system, the depth of the data analytics, and the automation (De Toni, Reche and Milan, 2022).

The plan aligns with the readiness of the target market to invest on the integration of technological solutions that deliver measurable cost-efficiency over the long term. It may be more expensive than entry-level smart home products on a monthly subscription, but the capability to reduce household energy expenditure by up to 15-20% annually provides the platform with an apparent financial justification (Goncalves, 2022). Scalability is also part of pricing model where consumers will be able to add to their services as their home needs evolve and this will generate more customer lifetime value and platform premium, which is value-based positioning in the market.

### **3.3 Place**

It is mostly digital and direct channel-based distribution, which suits the current service offering model of Microsoft. The platform is made available on the official Microsoft site, online marketplaces, and built-in application stores, which enable availability around the world and can activate services immediately (Al-Azzam, Alserhan and Al-Assaf, 2024).

Distribution is also complemented by strategic partnerships with utility companies, real estate developers, and manufacturers of smart devices. These partnerships allow bundled products to new housing projects and smart infrastructure projects to enhance the uptake. Online delivery minimizes the physical distribution costs and enables real-time updates and enables the quality of service delivered to be the same across markets.

### **3.4 Promotion**

Promotion employs the Integrated Marketing Communications (IMC) approach to ensure consistency of all the touch points. At the center is digital marketing, which involves targeted internet advertising, social media engagement, and individual email correspondence to solicit technology-oriented clients (Rehman, Gulzar and Aslam, 2022).

Sustainability and responsible innovation at Microsoft are the subject of PR activities. Messaging is supported by measurable outcomes, such as saving energy, saving costs, and decreasing carbon footprint, which supports credibility and eliminates hyperbolic environmental communication (Gavrila Gavrila *et. al.* 2023). The actual value creation is displayed in content marketing that has interactive dashboards and case-based storytelling.

### **3.5 People**

People constitute a critical element of service delivery in the EcoSmart Home Platform, as their capacity to operate and interact with each other directly impacts the quality-of-service delivery. The technical team of software engineers, data analysts, and sustainability specialists manages system stability, ongoing innovation, and preserving data accuracy. Customer-facing team training can be useful in offering onboarding instructions, troubleshooting, and ongoing assistance, which reduce the risk perceived and instill confidence in their confidence (Filgueiras *et. al.* 2022).

It will organize training programmes to ensure that the employees attain high level of both technical and communication skills. This two-fold competence increases speed of problems resolution and consistency of services. During the early stages of adoption, where a complex system may act as a deterrent, an educated and attentive staff may play a key role in creating a perception of trust, a commitment to long-term use, and a solidified relationship with customers under any household and service arrangements in general.

### **3.6 Process**

The service provision process of the EcoSmart Home Platform will be efficient, automated, and very user-friendly. Customer onboarding involves facilitated digital installation followed by

calibration of the system based on household usage patterns and device connection. The AI-powered analytics continuously analyze real-time information and automatically adjust the systems settings to optimize their energy output and operation (Otuu and Unegbu, 2022).

ICRM system records the interactions between customers, preferences and history of services to enable individual support. Automation reduces response time, human error and uniformity in service delivery. Furthermore, AI-based diagnostics proactively identify the potential inefficiency or fault prior to interrupting the service.

### **3.7 Physical Evidence**

The platform is more intangible as a component, but tangible materials play a crucial role in shaping user perceptions. The mobile application interface, dashboards, and branded communication materials demonstrate quality and professionalism. Visual design contributes to the promotion of clarity, modern aesthetics, and easy navigation and enhances the trust and usability (Goncalves, 2022).

Branded digital reports, service confirmation and security notifications forming other physical pieces of evidence indicate system performance and reliability. All this contributes to the increased awareness of the brand and guarantees people that the platform is successful in its operations.

### **Element 4: Reflection**

The case study of developing the Microsoft EcoSmart Home Platform as a brand extension provided an in-depth look at how strategic branding decisions can facilitate sustainable business growth. The project has contributed to a better comprehension of how existing brand familiarity can be used to access new technology-based markets and alleviate the perceived risk to consumers and investors (Grant, 2025). The harmonised application of the STDP analysis gave the possibility to objectively define the market opportunities and reinforce the need to align the variables of segmentation and the organizational strengths and technological capabilities.

Certain analytical and strategic skills were developed during the project, namely strategic thinking and market analysis (Heyworth-Thomas, 2023). The assessment of consumer behaviour, the rates

of technology adoption and sustainability required analytical judgment rather than the descriptive interpretation. The availability of quantitative variables (smart technology adoption levels and projected rates of energy savings) contributed to the opportunity of justifying the strategic decisions by the quantifiable outcomes. Sustainability awareness was raised to a new level as well, as the project proved how environmental responsibility could become a fundamental part of a value proposal rather than a supportive or symbolic marketing claim.

Development of advanced communication skills was also added when preparing and delivering poster presentations. Prioritisation, clarity, and awareness of the audience were the process of distilling complex strategic concepts into the 3-to-5-minute explanation. The visual narration was particularly important because poster design was to reinforce the strategic messages without overwhelming the audience (O'Connor and Moran, 2024). This experience gave strength to the thinking that marketing strategies can be presented in convincing manner to academic and professional audience in specific, on the dual-sided perspective of the potential investors and the final consumers.

The project also highlighted the importance of cross-functional and systems-based thinking as a professional. The real-life marketing problems related to branding, digital, sustainability, and customer experience were intertwined with the strategic consideration rarely made in a vacuum (Nnaji *et. al.* 2024). Trade-off evaluation, such as premium pricing and long-term value delivery, improved readiness to make managerial decisions in uncertain and dynamic market conditions. The flexibility of the project was also considered since marketing strategies will continue to evolve as technology advances and the new demands of the consumer emerge.

The strategy could be further refined by incorporating the real-time market-testing and simulated consumer feedback in the strategy formulation process. The strategic assumptions were rationalized but can be enhanced with the help of a scenario-based analysis that explores the various reactions of the marketplace. The following data interpretation training would also be helpful in future work, particularly in measuring long-term performance indicators and customer lifetime value (Oteng *et. al.* 2023). Overall, academic development and professional preparedness have also been the results of this experience and have contributed toward being in strategic marketing roles within technology-based sectors.

## References

- Agustian, A.M., Bakhri, S. and Faozi, M.M., (2025). STP Analysis (Segmenting, Targeting, Positioning) and SWOT Analysis in Digital Marketing Strategies Infacing Business Competition at BT Batik Trusmi Cirebon. *Journal on Islamic Economics, Finance & Banking [Z-CONOMICS]*, 1(2).
- Al-Azzam, A.F.M., Alserhan, A.F. and Al-Assaf, K.T., (2024). Examining the influence of integrated marketing communications on firm performance: An empirical study. *Journal of System and Management Sciences*, 14(3), pp.418-436.
- Budiarti, A., (2024). Strategic Brand Positioning in the Digital Marketplace: Insights from Emerging Businesses. *Kontigensi: Jurnal Ilmiah Manajemen*, 12(2), pp.1023-1036.
- Caesar, L.A.Y., Larasati, A., Vincent, V., Wulandari, N.S. and Nabila, N.A., (2022, July). 7Ps of service marketing and digital media on purchase intention in tourism. In *Proceedings of the 2022 13th International Conference on E-business, Management and Economics* (pp. 153-156).
- Cui, Y.G., van Esch, P. and Phelan, S., (2024). How to build a competitive advantage for your brand using generative AI. *Business Horizons*, 67(5), pp.583-594.
- De Toni, D., Reche, R.A. and Milan, G.S., (2022). Effects of market orientation, innovation strategies and value-based pricing on market performance. *International Journal of Productivity and Performance Management*, 71(8), pp.3556-3580.
- Dewi, K.C., Ciptayani, P.I., Lina, N.P.M. and Yudistira, I.B.P.S., (2024, December). Feasibility Study of Buyer Persona Expert System Using a Combination of Segmenting, Targeting, Positioning (STP) and Persona Models. In *International Conference on Sustainable Green Tourism Applied Science-Social Applied Science 2024 (ICoSTAS-SAS 2024)* (pp. 846-855). Atlantis Press.
- Diaz, E., Esteban, Á., Carranza Vallejo, R. and Martin-Consuegra Navarro, D., (2022). Digital tools and smart technologies in marketing: a thematic evolution. *International Marketing Review*, 39(5), pp.1122-1150.
- Eggers, F. and Eggers, F., (2022). Drivers of autonomous vehicles—analyzing consumer preferences for self-driving car brand extensions. *Marketing Letters*, 33(1), pp.89-112.

Filgueiras, L.V.L., Corrêa, P.L.P., Alves-Souza, S.N., Teodoro, S.M., Silva, M.S.P.D., Encinas Quille, R.V. and Demuner, V.R.D.S., (2022). Working with robotic process automation: User experience after 18 months of adoption. *Frontiers in Computer Science*, 4, p.936146.

Firnanda, R.A.F. and Nirawati, L., (2025). Marketing Mix Strategy (7P) in Increasing Sales Volume (Study on R&C Digital Printing Surabaya). *International Journal of Social, Economic, and Business*, 1(3), pp.74-79.

Foziljonov, I., Umarov, A., Khursanaliyev, B., Yusupov, A. and Umarova, R., (2025). Sustainability-Driven Digital Marketing in Entrepreneurship via Business Intelligence Systems. In *SHS Web of Conferences* (Vol. 216, p. 01042). EDP Sciences.

Gavrila Gavrila, S., Blanco González-Tejero, C., Gómez Gandía, J.A. and de Lucas Ancillo, A., (2023). The impact of automation and optimization on customer experience: a consumer perspective. *Humanities and Social Sciences Communications*, 10(1), pp.1-10.

Gonçalves, E., (2022). Value-based pricing for advanced therapy medicinal products: emerging affordability solutions. *The European Journal of Health Economics*, 23(2), pp.155-163.

Grant, K.A., (2025). Experiential learning. *Practical Applications of Experiential and Community-Engaged Learning Methods in Business: High-Impact Teaching Practices in Business Education*, 1, p.91.

Heyworth-Thomas, E.M., (2023). Creating experiential learning opportunities in enterprise education: an example of a facilitator-led business simulation game in a taught setting. *Journal of Work-Applied Management*, 15(2), pp.173-187.

Jerab, D. and Mabrouk, T., (2023). Strategic excellence: Achieving competitive advantage through differentiation strategies. *Available at SSRN 4575042*.

Nnaji, U.O., Benjamin, L.B., Eyo-Udo, N.L. and Etukudoh, E.A., (2024). A review of strategic decision-making in marketing through big data and analytics. *Magna Scientia Advanced Research and Reviews*, 11(1), pp.084-091.

O'Connor, C. and Moran, G., (2024). The challenge of skill development through “experiencing” integrated marketing communications. *Higher Education, Skills and Work-Based Learning*, 14(3), pp.610-624.

- Oliveira, M.O.R.D., Heldt, R., Silveira, C.S. and Luce, F.B., (2023). Brand equity chain and brand equity measurement approaches. *Marketing Intelligence & Planning*, 41(4), pp.442-456.
- Oteng, B., Mensah, R.O., Adiza Babah, P. and Swanzy-Impraim, E., (2023). Social studies and history curriculum assessment in colleges of education in Ghana: Reflective practices of teacher educators. *Cogent Education*, 10(1), p.2175515.
- Otuu, F.O. and Unegbu, V.E., (2022). Marketing strategies and use of library information services in academic libraries in Lagos State, Nigeria. *Information Impact: Journal of Information and Knowledge Management*, 13(1), pp.10-24.
- Rehman, S.U., Gulzar, R. and Aslam, W., (2022). Developing the integrated marketing communication (imc) through social media (sm): the modern marketing communication approach. *Sage Open*, 12(2), p.21582440221099936.
- Suh, Y., (2025). Discovering customer segments through interaction behaviors for home appliance business. *Journal of Big Data*, 12(1), p.57.
- Zhou, C., Qian, Y. and Kaner, J., (2024). A study on smart home use intention of elderly consumers based on technology acceptance models. *Plos one*, 19(3), p.e0300574.
- Collidu (2024). 7 P's of Marketing Mix. [online] Collidu.com. Available at: <https://www.collidu.com/presentation-7-p-of-marketing-mix> [Accessed 11 Feb. 2026].
- Fripp, G. (2026). Understanding the STDP process in marketing. [online] Segmentation Study Guide. Available at: <https://www.segmentationstudyguide.com/understanding-the-stdp-process-in-marketing/> [Accessed 11 Feb. 2026].
- sandeep (2021). Southeast Asia's First All-In-One Smart Home, Smart Community, And Smart Estate Platform. - Smart Home World Magazine. [online] Smart Home World Magazine. Available at: <https://www.smarthomeworld.in/southeast-asias-first-all-in-one-smart-home-smart-community-and-smart-estate-platform/> [Accessed 11 Feb. 2026].
- Tank, A. (2024). The Convergence of IoT and AI: Smart Home Automation and Beyond - DM WebSoft LLP. [online] DM WebSoft LLP. Available at: <https://dmwebsoft.com/the-convergence-of-iot-and-ai-smart-home-automation-and-beyond> [Accessed 11 Feb. 2026].

# Appendix

## Element-3 Poster

### MARKETING STRATEGIES PORTFOLIO

#### Element 1: Brand Extension Poster Explanation

Microsoft is a multinational tech company that is considered innovative in software, cloud computing, artificial intelligence, and digital services. The pillars of the brand include trust, reliability, inclusivity, and continuous innovation, and they are supported by a high brand equity through decades of credibility of the enterprise. This equity will enable Microsoft to venture into the adjacent technology segments with less perceived consumer risk (Eggers and Eggers, 2022).

Microsoft ecoSmart Home Platform: It is a brand extension into smart-home and sustainable living. This platform is an integration of artificial intelligence, Internet of things and cloud-based analytics to manage the household energy usage, security and connected appliances through one digital platform. Real-time data monitoring and automated decision-making optimize energy emissions and enhance comfort and control of the users (Oliveira et al., 2023).

The market is also popular due to the tendency towards quicker smart home technology and the increased use of AI-based solutions. The families are seeking intelligent systems that minimize the operation costs, improve effectiveness, and deliver linked lives particularly in urban areas where power costs are rising.



**Figure 1: Smart Living Ecosystem**  
(Source: sandeep, 2021)

EcoSmart Home Platform is concerned with sustainability. Predictive analytics will reduce energy consumption, carbon emissions within the household, and encourage responsible consumption, making Microsoft a technological leader in the creation of environmental value (Foziljonov et al., 2025).



**Figure 2: AI- and IoT-Enabled Smart Home**  
(Source: Task, 2024)

#### Reference List

- Task, A. (2024). The Convergence of IoT and AI: Smart Home Automation and Beyond - DM WebSoft LLP. [online] DM WebSoft LLP. Available at: <https://dmwebsoft.com/the-convergence-of-iot-and-ai-smart-home-automation-and-beyond> (Accessed 11 Feb. 2026).
- Oliveira, M.O.R.D., Haldi, R., Silveira, C.S. and Luce, F.B., 2023. Brand equity chain and brand equity measurement approaches. *Marketing Intelligence & Planning*, 41(4), pp.442-456.
- sandeep (2021). Southeast Asia's First All-In-One Smart Home, Smart Community, And Smart Estate Platform. - Smart Home World Magazine. [online] Smart Home World Magazine. Available at: <https://www.smarthomeworld.in/southeast-asia-first-all-in-one-smart-home-smart-community-and-smart-estate-platform/>. [Accessed 11 Feb. 2026].
- Eggers, F. and Eggers, F., 2022. Drivers of autonomous vehicles—analyzing consumer preferences for self-driving car brand extensions. *Marketing Letters*, 33(1), pp.89-112.