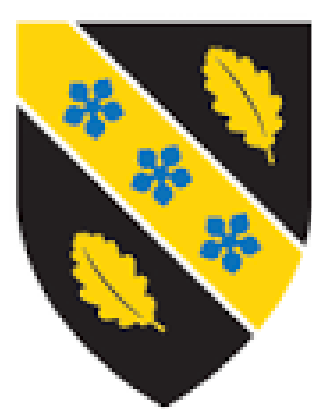




Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

LCMB7024 Marketing Management

Component 2 Poster

**Brand Extension Proposal: Microsoft
Sustainability Starter for SMEs**

Student Name: Joy Deb

Student ID: 2505865

Lecturer: Taonga Kaonga Sobere-Snithers

Module code: LCMB7024 C2

Submission date: 06/03/26

Microsoft Sustainability Starter for SMEs

Measure, reduce, and report sustainability performance using Microsoft 365 and Power Platform.

LCMB7024 Portfolio Poster | Joy Deb | Student ID: 2505865

Extension and fit

A new Microsoft offering that helps SMEs capture activity data, estimate footprint, prioritise actions, and export tender ready reports. Strong fit with Microsoft’s trusted productivity and cloud ecosystem (Microsoft, 2024a).



Why now (emerging trends)

SMEs face rising buyer requests for ESG evidence, higher scrutiny across supply chains, and pressure to cut energy cost. Many lack time, skills, and tools, so a guided solution is timely (IPCC, 2023).



Target and positioning (STDP)



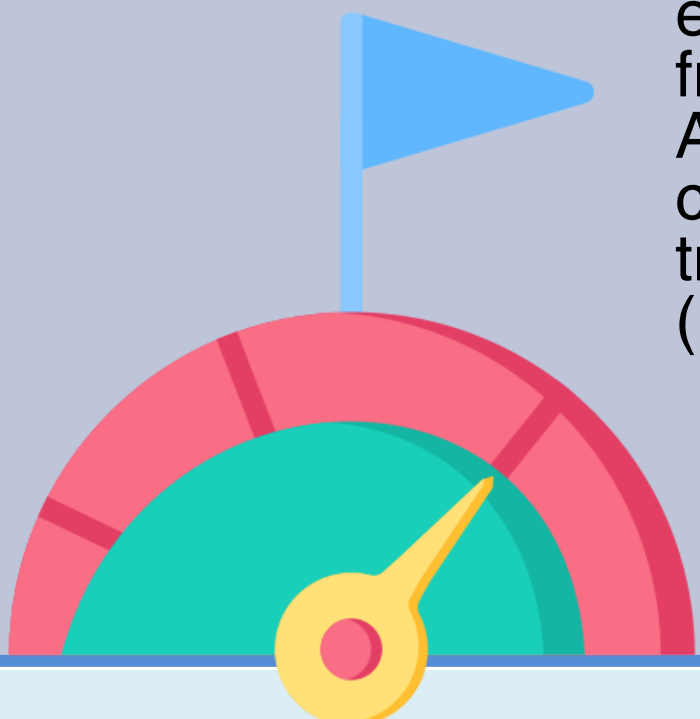
Target: compliance and cost focused SMEs in regulated supply chains. **Positioning:** the simplest credible reporting and improvement toolkit, built into tools SMEs already use.

Marketing mix (4Ps)

- **Product:** dashboard, templates, guided actions, reporting export.
- **Price:** low entry subscription, add-ons for sector templates and partner support.
- **Place:** Microsoft partners, resellers, Microsoft marketplace.
- **Promotion:** proof led messages on time saved, tender readiness, cost reduction (Kotler and Keller, 2016).

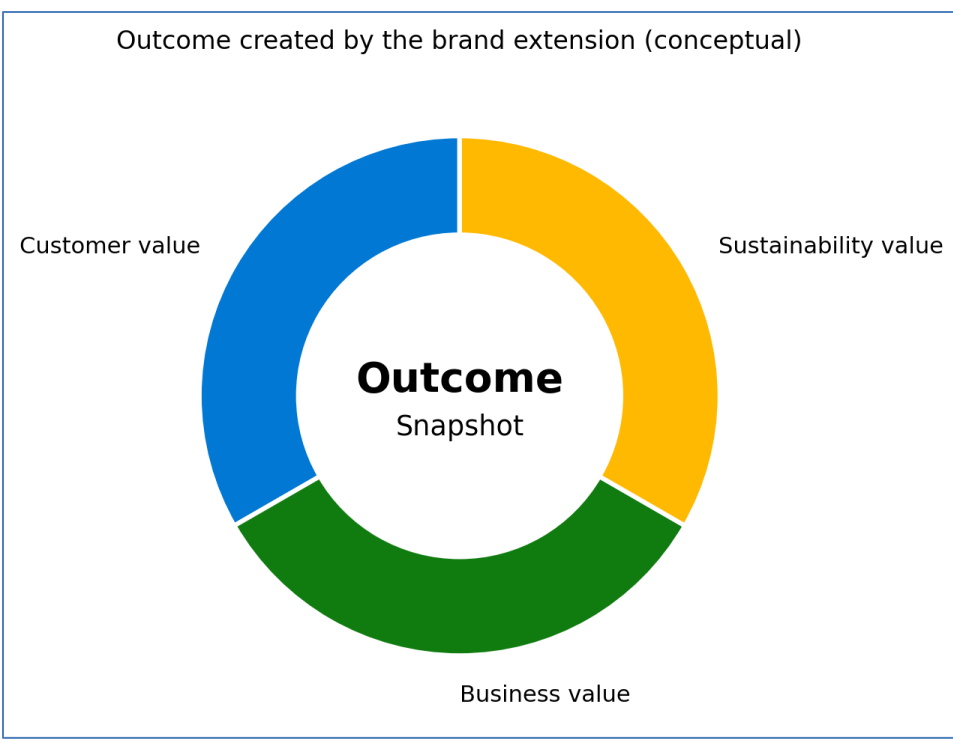


Sustainability and KPIs



KPIs: adoption, reports generated, actions completed, time saved, estimated reductions from efficiency actions. Aligns with corporate climate and transparency priorities (Microsoft, 2024a).

Outcome



Creates customer value (credibility and efficiency) and business value (recurring revenue, partner-led scale).

References

Microsoft (2024a) Environmental Sustainability Report 2024.
IPCC (2023) Climate Change 2023: Synthesis Report.
Kotler, P. and Keller, K.L. (2016) Marketing Management. 15th edn.

