



Assessment Component :2 Portfolio MARKETING STRATEGY PITCH FOR ACCENTURE EDUPRO LAPTOP

**Marketing Management
LCMB7024**

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Element 1: Poster Presentation

MARKETING STRATEGY PITCH FOR ACCENTURE EDUPRO LAPTOP

NEW BRAND DEVELOPMENT

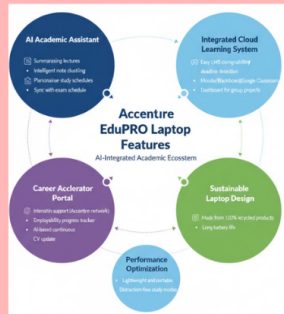
Accenture

- Accenture is already a leading technology consulting service company
- Accenture helps businesses to optimise their operations and enhance security capabilities
- The launch of the student laptop is a brand extension leveraging their existing excellence in digital transformation
- The proposed product is - Accenture EduPRO Laptop
- It is not just any hardware device, but an AI-integrated academic ecosystem



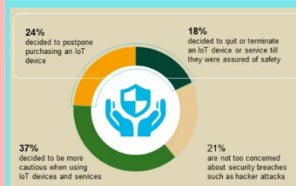
Accenture EduPRO Laptop Features

- It is not just any hardware device, but an AI-integrated academic ecosystem
- It has built-in AI academic assistant [summarising lectures, intelligent note clustering, plagiarism risk alerts, personalised study schedules, sync with exam schedule]
- Integrated cloud learning system [easy LMS compatibility, automatic assignment deadline detection, Moodle/Blackboard/Google Classroom integration, dashboard for group projects]
- Career accelerator portal [internship support powered by Accenture network, LinkedIn optimiser, Employability progress tracker, AI-based continuous CV update]
- Sustainable laptop design [made from 100% recycled products]
- Performance optimisation specifically for students [lightweight and portable, long battery life, distraction-free study modes]



NEW BRAND ALIGNMENT WITH CUSTOMER TRENDS

- AI-based education**- 95.6% of students use AI for studies (Vieriu and Petrea, 2025)
- High awareness of sustainability**- GenZ are willing to pay 73% more for sustainable products (Firstinsight, 2026). Aligns with 2050 Net Zero emission target.
- Career-focused learning**- Students heavily prioritise skill development and building employability competencies (Berniak-Woźny et al., 2023)
- Cybersecurity awareness**- High concern over device cybersecurity (Accenture, 2026)



MARKETING MIX



Product strategy

Development of a modular design laptop, which bears an AI-integrated operating system. The hardware is specially designed to offer high security. Accenture job portal is associated with the device. It is able to differentiate itself through high academic productivity and focus on employability building, and not gaming and entertainment, unlike other brands.

Promotion Strategy

Accenture can focus on partnerships with universities to market its products. It can also add an integrated internship with the product, which becomes a lucrative career advancement opportunity for students, as Accenture is a leading tech company. The differentiating aspect is that promotion focuses on building long-term career value rather than offering competitive prices.

SEGMENTATION

Target market- Final years of school students, undergraduate, and post-graduate students who want to be career-ready

Geographic

- Urban and semi-urban education hubs in the UK and the USA

Demographic

- Final year of school students (16-18 years) preparing for higher education
- Undergraduate and post-graduate students (18-25 years)
- Families investing in education technology

Psychographic

- Ambitious and focused on building a strong career
- Tech-savvy
- Achievement focused
- Sustainability consciousness

Behavioural

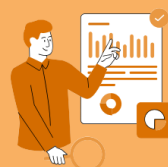
- Frequent user of LMS tools
- Active user of AI tools
- Seek academic assistance
- Focused on preparing for a career
- Want a device that supports better academic performance



CONCLUSION

The EduPRO laptop is a strategic brand extension by Accenture. Accenture, which is predominantly a technology consulting business, can potentially extend its brand into the hardware domain by leveraging AI technology.

Here, the brand extension especially focuses on hardware devices, which are student-oriented. In contrast to the market, which mostly offers laptops for gaming and superior quality products for entertainment, a technology that is dedicated for students and education becomes a market differentiator. The already strong market presence and customer trust helps in paving path for future professionals.



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Element 2: Develop a Segmentation, Targeting, Differentiation, and Positioning (STDP) Analysis

Market segmentation

In order to launch the product *EduPRO laptop*, it is crucial for *Accenture* to segment the market. As mentioned by Kotler *et al.* (2020), segmentation, targeting, positioning, and differentiation are some of the key variables in designing a customer driven marketing strategy.

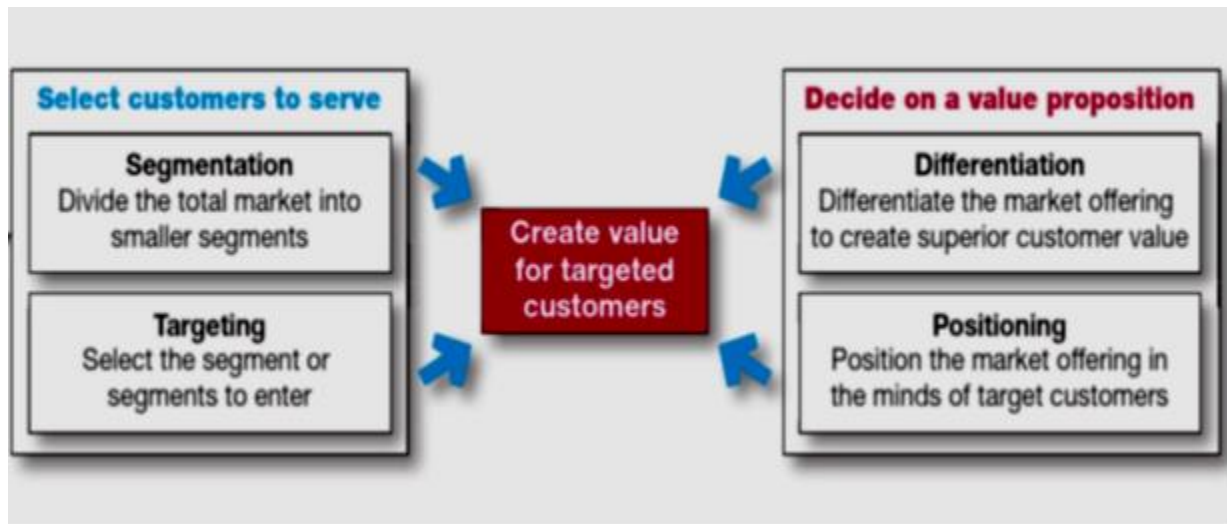


Figure 1: STDP (customer driven marketing strategy)

(Source: Taken from Week 3 session 1)

- *Geographical segmentation*

The initial launch of the Accenture EduPRO targets *urban* and *semi-urban education hubs* that are located in the *UK* and *USA*. It is noted that these regions are characterised by hyper-connectivity. For instance, about 95.3% of UK population are using the internet and the *internet penetration rate* in the US is 93.1% (Taylor, 2025; Tila, 2025). In *high-income nations*, about 93% of the population are using the internet in 2024 (ITU, 2024). On the other hand, in low-income countries only about 27% of the population are online. In the context of 5G coverage, about 84% of people in high-income countries are covered in comparison to only 4% in low-income nations.

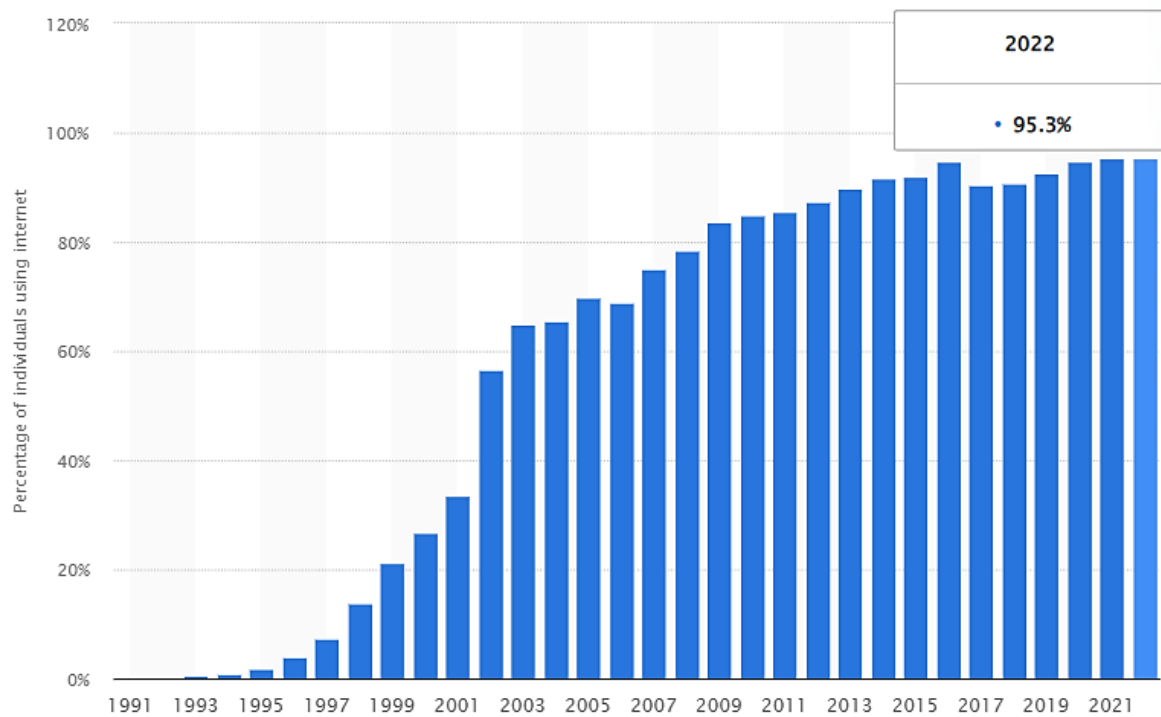


Figure 2: Internet penetration rate in the UK

(Source: Taylor, 2025)

- ***Demographic segmentation***

Accenture's product targets the *Alpha-gen transition* (16-18 years) preparing for higher education and *gen z careerists* (18-25 years) as well as parents and families investing in educational technology. As per Clark (2025), there are about 9.2 million gen alpha in the UK. On the other hand, gen z accounts for 20.81% of the population in the US (Statista, 2025). However, the focus on the product is demographic *affluence and aspiration*. This product will aim at families and students investing in education-as-an-asset rather than just a degree.

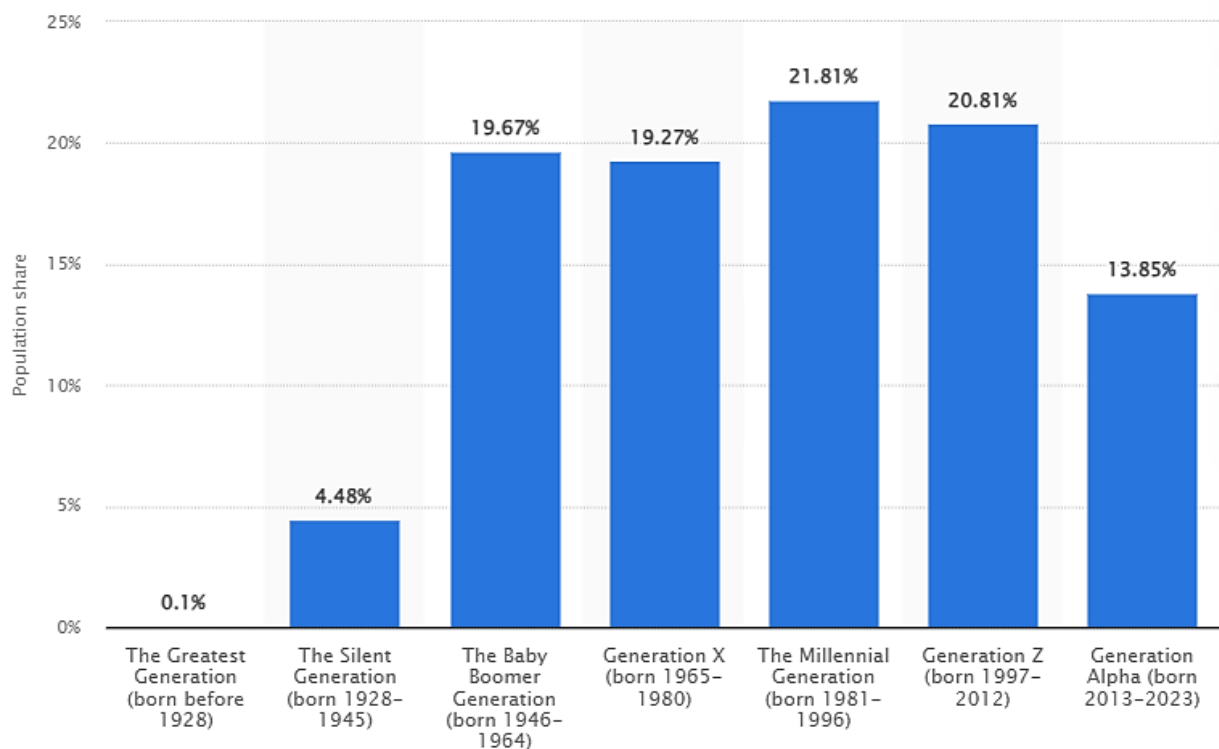


Figure 3: Population distribution in the US, as per generation

(Source: Statista, 2025)

- ***Psychographic segmentation***

EduPRO targets technology-savvy, focused on academic productivity, concerned about sustainability, and career-oriented consumers. Accenture will target the *anxious achiever*. According to Fike (2025), about 50% of gen z are too burnout to work. As younger workers are reporting higher stress and mental fatigue in comparison to other generation due factors such as cost, time, and job pressure creating barriers to advancing their education and careers. The EduPRO appeals to their lifestyle by promising to *automate the mundane* (note taking) tasks, so they can focus on the meaningful factors. About 75% of gen z consumers rates sustainability as a key factor during purchase making decisions (First Insight, 2026). It is also noted that 81% of gen z consumers are willing to pay more for sustainable brands. This factor justifies the 100% recycled chassis of the product.

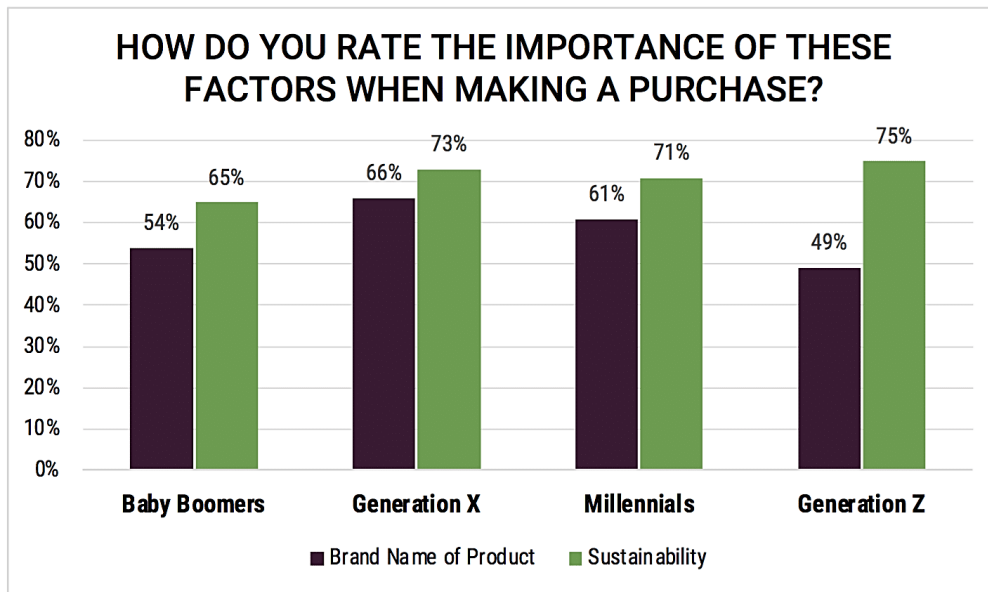


Figure 4: Important of sustainability in purchasing decisions as per generation

(Source: First Insight, 2026)

- ***Behavioural segmentation***

Accenture focuses on consumer behaviour patterns such as *brand loyalty* and *usage frequency*. Mainly the firm targets students utilising *AI tools* for research and studying, prioritises career readiness and employability, improves academic productivity through devices, and frequently utilises LMS (Learning management systems). About 47% of students in North America and 50% in Europe, uses AI-powered educational tools weekly to support their studies (Ripmeester, 2025).

Frequency of Use	Global ISB	N America	Asia	Europe
Never	1%	0%	1%	0%
Rarely	16%	11%	14%	10%
Monthly	13%	10%	16%	12%
Weekly	44%	47%	44%	50%
Daily	26%	32%	25%	29%

Figure 5: AI-powered educational tools usage frequency in students

(Source: Ripmeester, 2025)

Target market

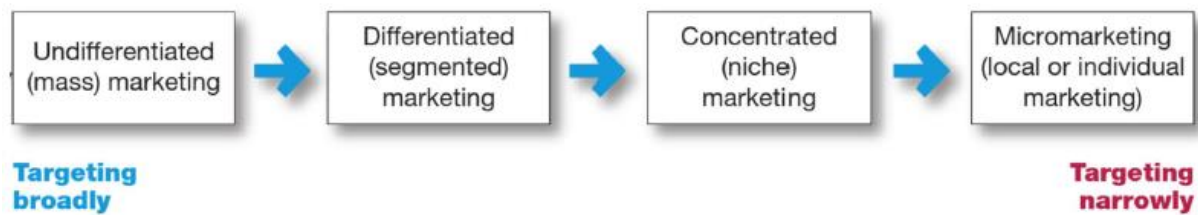


Figure 6: Market targeting strategies

(Source: Taken from Week 3 session 1)

Accenture adopts a *concentrated (niche) targeting strategy* for EduPRO Laptop. The firm mainly targets final year school students, undergraduate as well as post-graduate students willing to be career-ready. The global laptop market size is expected to reach \$334.51 billion by 2030 (Grand View Research, 2026). It is also noted that the laptop market in the US is expected to grow at 6.4% of CAGR from 2023-2030. Europe is expected to be the 2nd fastest-developing regional market regarding laptop at a CAGR of 6.69% due to improving digitisation in the education. The usage of digital tools for education by students is increasing.

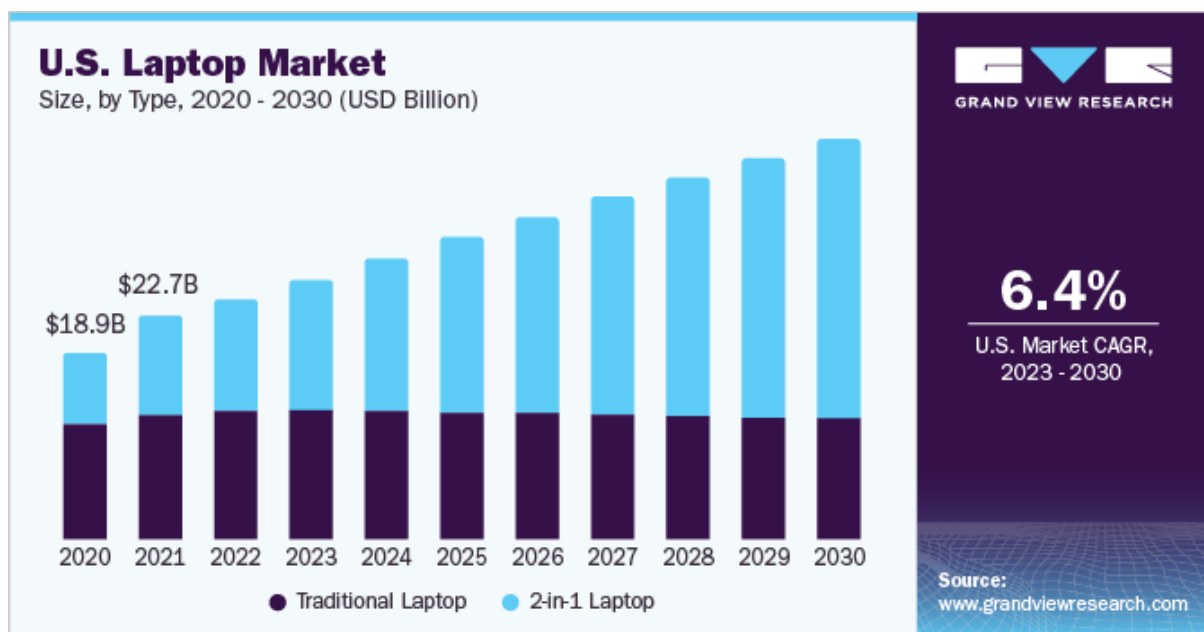


Figure 7: The laptop market in the US

(Source: Grand View Research, 2026)

Differentiation strategy

As per Kotler *et al.* (2020), differentiation is about creating meaningful differences between the offering of a company and the products of competitors. The EduPRO Laptop by Accenture differentiates itself through several unique features. For instance, the laptop utilises an ***AI academic assistant*** that is capable of summarising lectures, organising notes, generating study schedules, and detecting plagiarism risks. These functions directly enhance the academic productivity of an individual. On the other hand, the device consists of a ***cloud-based learning ecosystem*** that is aligned with major LMS platforms such as Moodle, Blackboard as well as Google classroom. This assists in automatic assignment tracking, collaboration dashboards, and synchronisation with academic schedules. ***Career accelerator portal*** is another key feature that is linked to the professional network of Accenture that supports internship discovery, employability tracking, and CV optimisation. Usage of recycled materials and energy-efficient design is another key feature that improves its differentiation.

Positioning strategy

EduPRO Laptop will utilise value-based pricing reflecting its high-quality product and features. User imagery is focused on career-focused and tech-savvy students, and usage occasions consist of research and exam preparation. This product will compete with ***MacBook Air (M4)*** (gold standards for quality), ***Dell 14 Plus*** (value for price), and ***Asus Zenbook 14 OLED*** (competitive pricing and high-quality), as these are some of the top picks for college students (Streams, 2025; Westover and Brant, 2025).

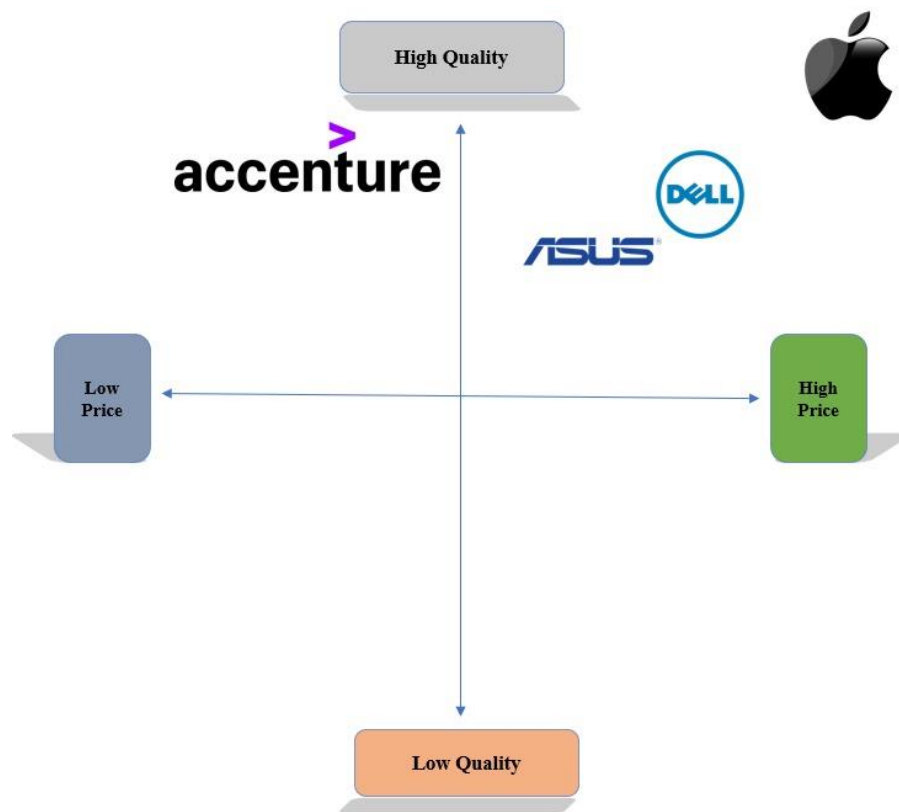


Figure 8: Positioning Map

(Source: Self-developed)

Element 3: Marketing Mix (7Ps)

Product

The EduPRO Laptop of Accenture represents a hybrid product combining hardware, software, and digital services. As per Kotler *et al.* (2020), products should be understood as solutions to the problems of consumers rather than simply physical items.

- **Core benefits and features:** Academic productivity and career readiness are the key value proposition of the product. The laptop consists of a feature of AI academic assistant that is capable of summarising lectures, organising notes, and personalising study schedules. As mentioned by Younas, El-Dakhs, and Noor (2025), usage of AI tools are enhancing learning efficiency and knowledge retention by automating administrative academic tasks. A built-in career accelerator portal in the product provides a direct link to the professional network of Accenture. This offers CV optimisation as well as real-time employability tracking.

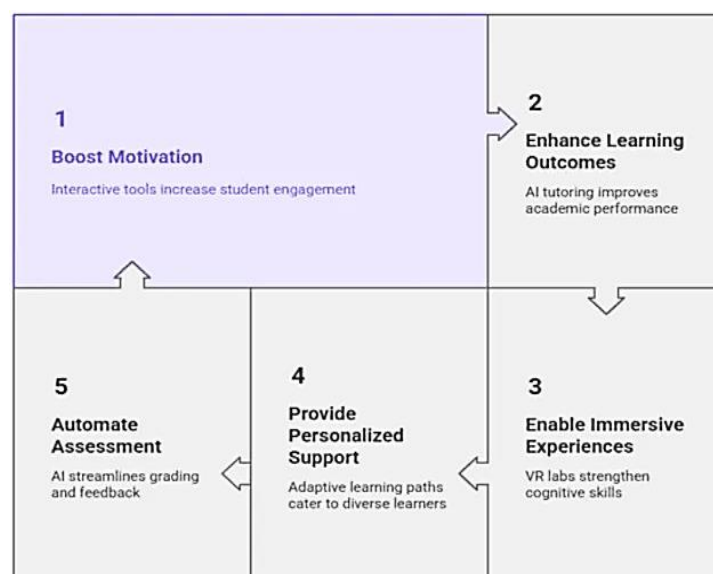


Figure 9: Effect of AI-based learning tools on learning

(Source: Younas, El-Dakhs, and Noor, 2025)

- **Quality and design:** The hardware of the product is designed for the *mobile student lifestyle*. This product is lightweight and has minimalist professional aesthetic. High-processing performance as well as extended battery life are also included for supporting 12+ hour academic days.

- **Sustainability and packaging:** It is noted that about two-thirds of gen z (65%) are willing to pay more for *environmentally sustainable* products or services (Deloitte, 2025). About 26% of gen z consumers conduct research on the environmental impact of a company or policies before purchasing products or services from them. In this context, EduPRO utilises 100% *recycled aluminium* and *biodegradable packaging*.

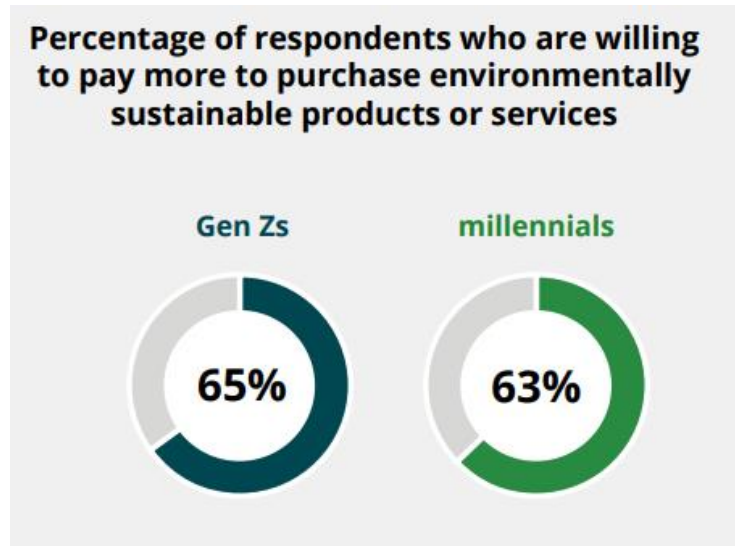


Figure 10: Percentage of consumers willing to pay more for sustainable products

(Source: Deloitte, 2025)

- **Warranty and support:** Comprehensive *two-year warranty* as well as a dedicated *AI-powered technical support* layer is effective in establishing trust. This assists in ensuring that the augmented product remains functional throughout the degree of a student.

Price strategy

- **General pricing:** Accenture utilises *value-based pricing* approach. This is effective in moving away from cost-plus models to focus on the perceived lifetime value of the career ecosystem.

Value-based pricing



Figure 11: The procedure of value-based pricing

(Source: Taken from Week 4 session 2)

- ***New product pricing:*** In the initial stage, the EduPRO Laptop will utilise the ***market-skimming strategy*** (Class material: Week 4 session 2). It is effective in targeting early adopters such as ambitious students as well as high-income families valuing the competitive edge that is provided by AI tools. As the product lifecycle matures and production scales, Accenture can transition to a ***market-penetration*** approach to capture a broader student demographic.
- ***Segmented and promotional pricing:*** As per students in the UK are facing financial struggles due to hiking cost of living. For instance, undergraduate tuition fees has hiked from £9,250 to £9,535 in September 2025 (O'Reilly and Craig, 2025). About 84% of students in the nation felt overwhelmed due to managing their money. On the other hand, Rohm, Namin, and Stefl (2026), states that 75% of gen z consumers are willing to pay more for sustainable products, and more than 50% states that they are willing to pay as much as 10% premium for sustainable goods. Hence. Accenture will offer ***customer-segment pricing*** through university partnership as well as ***low-interest financing*** plans. This will allow students to pay in instalments that align with their maintenance grants or part-time income.

Place strategy

The distribution of the EduPRO Laptop by Accenture will utilise a multi-channel system in order to maximise market coverage and convenience.

- ***Direct marketing channels:*** The firm will utilise a direct-to-consumer (D2C) model through its official digital platform. About 85.6% of shoppers made an online purchase within the last month and 8.4% of consumers spent \$601 and \$800 (Lee, 2025). About 76% of adults in the US shop with their smartphones. Hence, this will allow the firm in maintaining a total control over the consumer experience and gather valuable data for future AI updates.

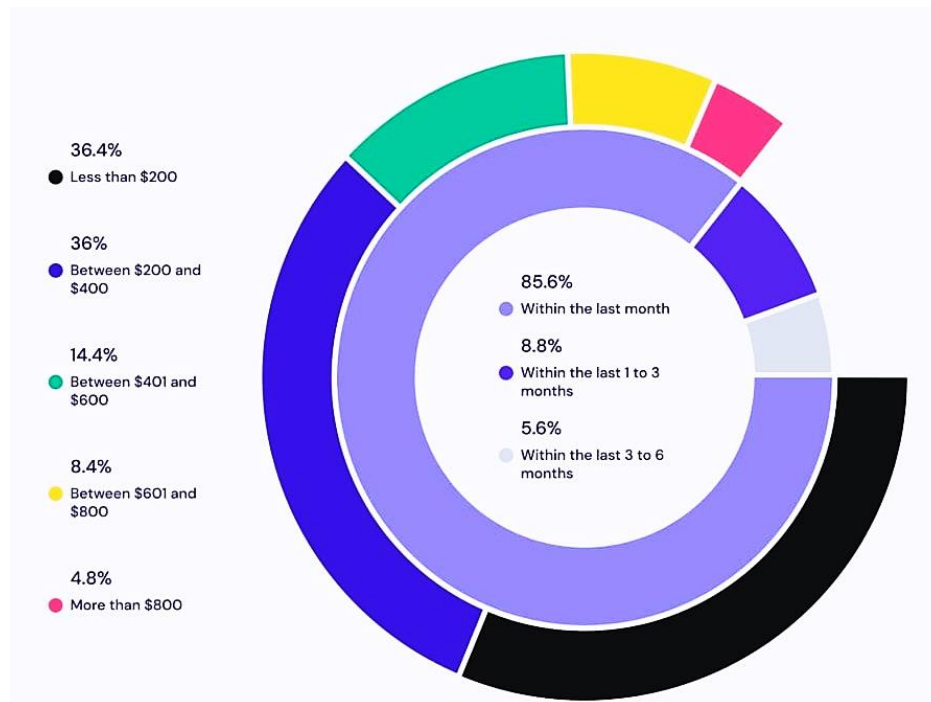


Figure 12: Online purchasing timing and last month's spending

(Source: Lee, 2025)

- **Indirect and institutional channels:** Accenture will partner with university campus bookstores as well as technological retailers. This will assist the firm in providing a physical touchpoint for students.
- **Multi-channel marketing:** Presence on online platforms such as Amazon and specialised technology retailers can be effective. It is noted that the global e-commerce sale is \$6.8 trillion in 2025 and is growing toward \$8 trillion by 2027 (Lee, 2025).

Promotional strategy

The promotional strategy of Accenture regarding the EduPRO Laptop will focus on *integrated marketing communications (IMC)*.

- **Digital marketing:** Promotional activities will be centred on platforms where the largest demographic is most active. As Tabaku, Duçi, and Lazaj (2024), states that more than 80% of consumers conduct their searches online before making a purchasing decision.
- **PR:** Hosting campus hackathons can allow students to experience the software first-hand.

People Strategy

In people's strategy, Accenture has been quite active in providing its employees with proper training and development opportunities. In this regard, Accenture (2026) has stated that the company has invested more than \$1 billion every year with aim to ensure personal as well as professional development for the employees and stakeholders. On the other hand, Accenture is also found have used metaverse for raining its managers and negotiators (HFS, 2023). According to Accenture (2025), 40% and 26% of the customers think that they are able to connect with a representative sometimes and rarely respectively. Taking the situation into consideration, Accenture has taken customer service quite seriously and aimed to provide them with proactive support for turning the same into a growth engine (Accenture, 2026).

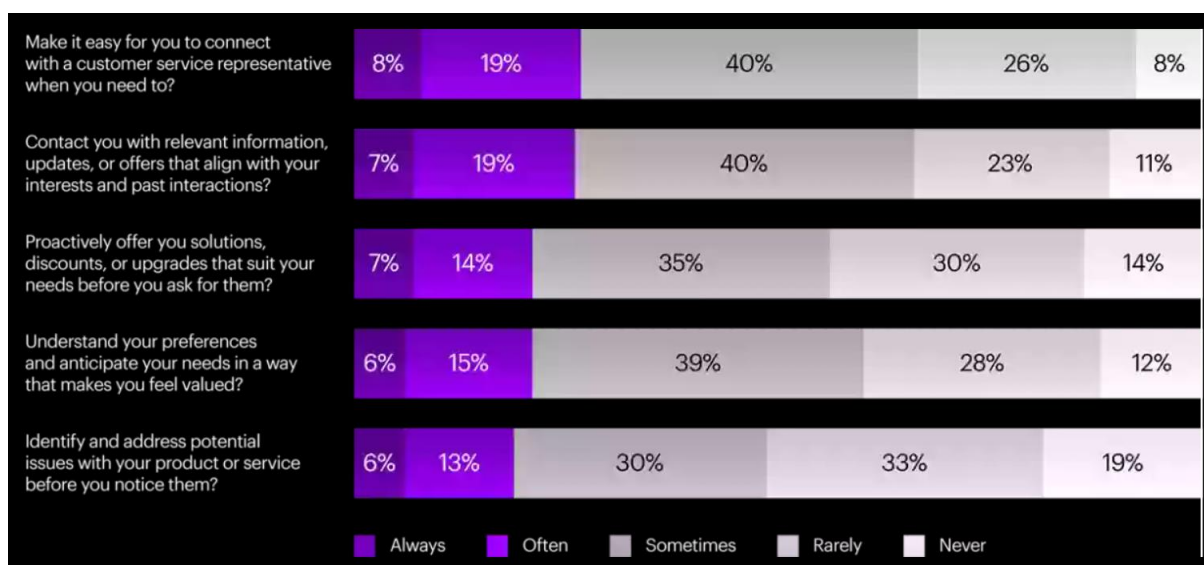


Figure 13: Perceptions of consumers regarding services

(Source: Accenture, 2025)

Process Strategy

Considering the use of information and communication technology (ICT), Accenture has taken a quite innovative and affirmative approach. According to the reports by Partridge (2026), Accenture is tracking its staff members regarding the usage of artificial intelligence tools in their daily work, which further will be linked with their promotion possibilities in future. Moreover, Accenture has also collaborated with Telstra and formed a partnership worth \$700 million for developing their own artificial intelligence (Accenture, 2025). Hence, it is evident that Accenture is strictly and actively working towards enhancing its service efficiency with the help of artificial intelligence.

Physical Evidence

Packaging is one of the core factors that will have to be considered by Accenture so that sustainability can be maintained in a proper way with minimal wastes generated. In this case, biodegradable packaging can certainly turn out to be quite beneficial for the company in terms of maintaining sustainability by every means. In the words of Ashiwaju *et al.* (2023), biodegradable packaging can be beneficial in terms of maintaining sustainability and reducing wastes. Hence, this strategy will surely help Accenture to be more sustainably strong while strengthening its brand image and reputation in the international market at the same time.

Element 4: Reflection

While developing the EduPRO laptop for Accenture, I have gathered some valuable information regarding the market planning as well as developing brand. During the entire process, I have focused on applying various theories and frameworks related to marketing such as *STP* and *7Ps of Marketing Mix*. By using these frameworks, I have been able to relate the new product with real scenarios in the concerned markets of the United Kingdom and the United States. In my view, the entire project was related to having a proper understanding and knowledge of brand extension strategies. It was quite challenging for me to extend a technology consultancy brand into the making of hardware products such as laptops. Despite this challenge, I have found it quite reasonable and relevant to utilize the AI-expertise and digital transformation of Accenture for developing a strong foundation to create an AI-powered device for education as 67% of the organisations are looking forward to invest in technology and Gen AI (Accenture, 2026).

Using the different frameworks of marketing and brand development have also proved to be quite beneficial for me in enhancing my knowledge and understandings regarding business processes. Here, while using STDP framework in this task of brand extension, I have learned how different parameters such as geography, demography, psychography and behaviour of consumers can be used for developing and peaching a product in the market. I have also observed that there is a requirement of modern laptops among students rather than that of a traditional laptop. In this way, I have also understood how proper segmentation can be beneficial in terms of targeting potential customers in the market. at the time of incorporating 7Ps of Marketing Mix, I have understood that maintaining quality of a product becomes one of the crucial factors in attracting attention of the potential consumers, the other being pricing strategy. Here, I have also observed that with the help of proper pricing strategy for a new product can certainly attract potential customers (Akmal, Panjaitan and Ginting, 2023). Here, I have certainly been able to develop knowledge regarding promotional strategies through which new products can be launched and sold in a new market.

Considering the skills that I have developed, building distribution channels through the means of placing strategies can be considered one of them. Here, I have observed that apart from maintaining product quality and proper prices, there is also a need for maintaining proper distribution channels which can be built by proper placing of the product. Here, this strategy will also enhance the reach of the product to the customers quite significantly. Apart from the

learnings regarding brand extension, I have also acquired some knowledge related to make presentation that is visually concise and able to convey the marketing concepts and communicating key value propositions at the same time. In future projects, I am looking forward to conduct more detailed feasibility analysis and assessments.

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