



**Master of Business Administration
LCMB7024 Marketing Management**

Assessment component 2:

Marketing Strategies Portfolio

Portfolio: Brand development

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**Assessment component 2: Element 1 Brand Extension poster
presentation**

Element 1: Brand Extension of Smart Home Security

Overview of the organisation

Tesla is the leading automobile company and also offers clean energy in the global market. Total revenue of Tesla in the 4th quarter was 24901million, which was 25707 million in 2024 (Tesla, 2025). Tesla mainly used AI and robotic technology to support delivering autonomous services.

FINANCIAL SUMMARY (Unaudited)						
(\$ in millions, except percentages and per share data)	Q4-2024	Q1-2025	Q2-2025	Q3-2025	Q4-2025	YoY
Total automotive revenues	19,798	13,967	16,661	21,205	17,693	-11%
Energy generation and storage revenue	3,061	2,730	2,789	3,415	3,837	25%
Services and other revenue	2,848	2,638	3,046	3,475	3,371	18%
Total revenues	25,707	19,335	22,496	28,095	24,901	-3%
Total gross profit	4,179	3,153	3,878	5,054	5,009	20%
Total GAAP gross margin	16.3%	16.3%	17.2%	18.0%	20.1%	386 bp
Operating expenses	2,596	2,754	2,955	3,430	3,600	39%
Income from operations	1,583	399	923	1,624	1,409	-11%
Operating margin	6.2%	2.1%	4.1%	5.8%	5.7%	-50 bp
Adjusted EBITDA ^{(1) (2)}	4,333	2,814	3,401	4,227	4,154	-4%
Adjusted EBITDA margin ^{(1) (2)}	16.9%	14.6%	15.1%	15.0%	16.7%	-17 bp
Net income attributable to common stockholders (GAAP) ⁽³⁾	2,128	409	1,172	1,373	840	-61%
Net income attributable to common stockholders (non-GAAP) ^{(3) (4)}	2,107	934	1,393	1,770	1,761	-16%
EPS attributable to common stockholders, diluted (GAAP) ⁽³⁾	0.60	0.12	0.33	0.39	0.24	-60%
EPS attributable to common stockholders, diluted (non-GAAP) ^{(3) (4)}	0.60	0.27	0.40	0.50	0.50	-17%
Net cash provided by operating activities	4,814	2,156	2,540	6,238	3,813	-21%
Capital expenditures ⁽⁴⁾	(2,780)	(1,492)	(2,394)	(2,248)	(2,393)	-14%
Free cash flow ⁽⁴⁾	2,034	664	146	3,990	1,420	-30%
Cash, cash equivalents and investments	36,563	36,996	36,782	41,647	44,059	21%

Figure 1: Annual revenue of Tesla
(Source: Tesla, 2025)

Segmentation

Demographic: The household people and family man with a high to middle income level will show their interest in purchasing this premium home with smart security technology. The client range will cover family, professionals and tech-savvy people.

Geographic: Tesla-powered Dora-Tech will target customers in suburban and urban areas.

Behavioural: The customers who seek technology-based smart homes and AI-powered home monitoring will be the target customers.

Psychographic: The customers who prefer sustainable, convenient, and innovative products will focus on purchasing this service.

Tesla-powered Dora-Tech will offer a smart-home security system that develops a sustainable and innovative tech-based brand, focusing on modern customers' demand. This will strengthen the brand position on Tesla on innovation and sustainable commitment.

Align the brand with the sustainability goals

The business objectives of Dora-Tech will be related to SDG 11, which is to maintain a sustainable community and city. SDG 11promotes maintaining a sustainable community and city by fostering smart homes (SDGs, 2026). The goal of the business practice of Dora-Tech will be related to SDG 9, which will be related to infrastructure, innovation and industry.

System

Development of a new brand

Tesla will be plan to launch its new and innovative tech-based business Dora-Tech, related to Smart Home Security System. Through this innovation, the organisation will integrate IoT, AI, and a renewable energy solution. Through this Smart Home Security System, the customers will also access motion sensors, cameras, and real-time mobile monitoring, along with facial recognition. The market size of smart home security in 2024 was USD 33.94 billion; however, it is expected to increased 15.2% and the market size will be reached on 2030 by USD 82.07 billion (grandviewresearch, 2025).

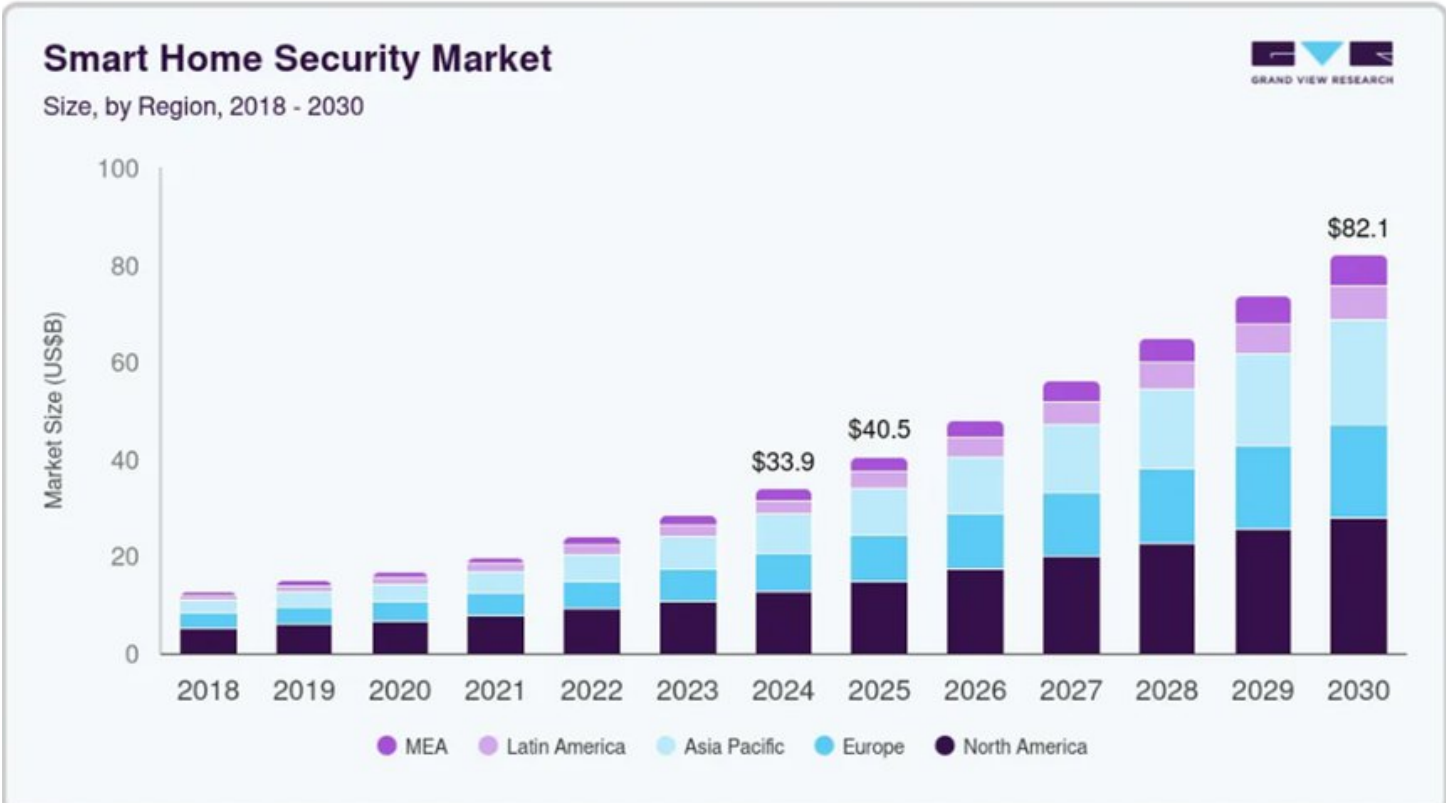


Figure 2: Smart Home Security Market
(Source: grandviewresearch, 2025)

Price

Tesla-powered Dora-Tech will plan to offer premium pricing, as this service will be based on advanced technology. The brand will offer subscription-based payment service in 3-month or 6-month intervals, along with a flexible payment option.

Product

Dora-Tech will offer a security-based smart home that includes mobile app integration, AI monitoring, automated energy efficiency practices and facial recognition. It will deliver a security solution to customers.

Smart Home Security Systems Market Report 2026

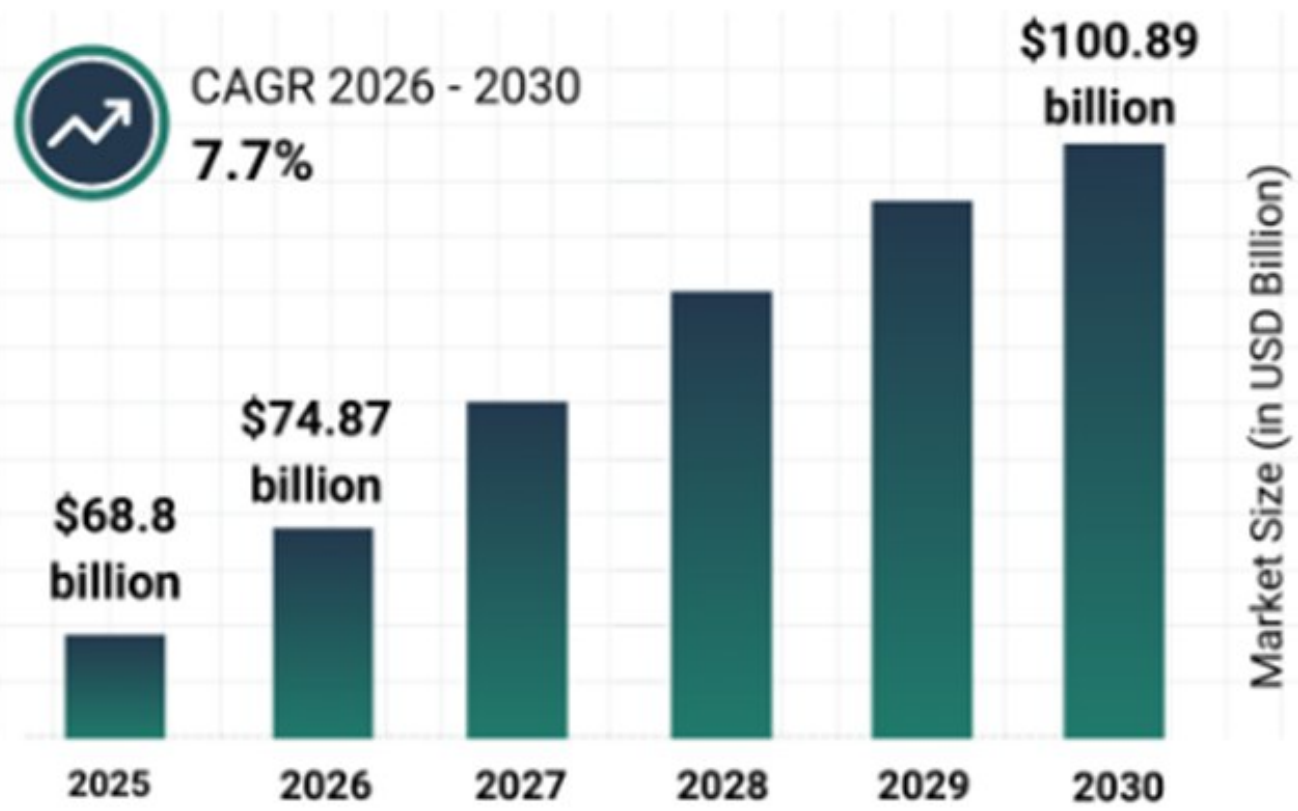


Figure 3: Growing demand for smart home security systems
(Source: thebusinessresearchcompany, 2026)

Alignment of the brand with customer trends

Due to the modern technological transformation, the demand for secure and smart homes has been growing. The customer's investment in smart home security systems in 2025 was 68.8 billion, and in 2026 it was 74.87 billion. Rising demand for WIFI-connected household devices has increased along with wireless security systems and home monitoring processes. This leads 8.8% market growth by 2030 (thebusinessresearchcompany, 2026).

Marketing Mix



Figure 4 SDG 11
(Source: SDG, 2026)

References

Grandviewresearch (2025) Smart Home Security Market (2025 - 2030), Available at: <https://www.grandviewresearch.com/industry-analysis/smart-home-security-market-report>. [Accessed on 29.03.26]

SDGs (2026) Make cities and human settlements inclusive, safe, resilient and sustainable, Available at: <https://sdgs.un.org/goals/goal11> [Accessed on 29.03.26]

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