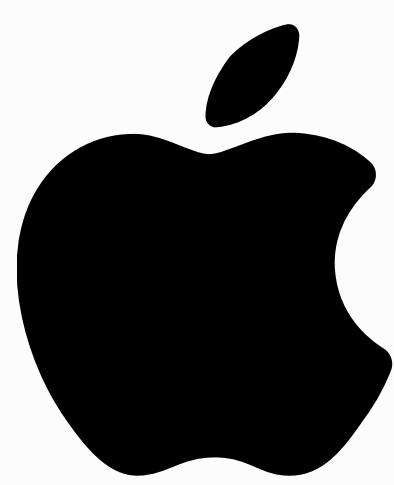


**Master of Business Administration
Marketing Management
(LCMB7024)**

Lecturer: Taonga Kaonga Sobere-Snithers

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Student Id No. : 2534779**



APPLE HOME ENERGY

Powering Sustainable Living Through Smart Technology



One Ecosystem.
One App.
A cleaner Future.

Prepared By: Jeel Patel | Student Id: 2534779 | Module: Marketing Management



ABOUT APPLE

Apple Inc. is the world's most popular technology company, making iPhones and Macs, known for its groundbreaking innovation, premium design, and strong security (Privacy). (Apple, 2024)



THE SUSTAINABLE BRAND EXTENSION

Apple Home Energy

Apple Home Energy is a modern smart ecosystem that combines solar power and home battery storage with Apple devices. Its main objective is to provide consumers with environmentally friendly, safe and affordable green energy through simple technology. (Kotler et al., 2024)



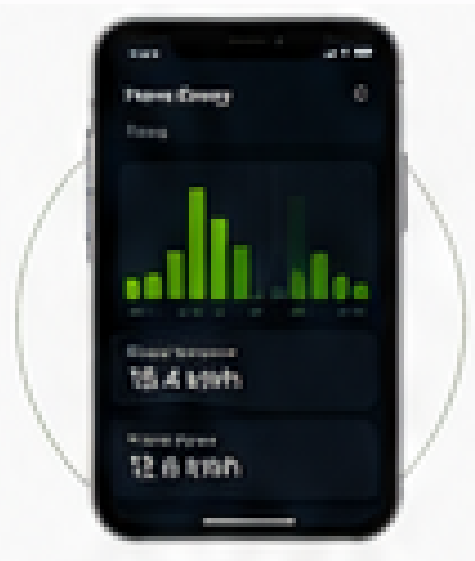
SOLAR
PANELS

+



HOME BATTERY
STORAGE

+



APPLE HOME
ENERGY APP

=



A SMATER,
GREENER HOME

CURRENT MARKET OPPORTUNITY

- Global residential solar market growing rapidly.
- Smart home adoption continues to expand worldwide.
- Governments encourage renewable energy through incentives.

(IEA, 2024; Grand View Research, 2025)

WHY THE MARKET NEEDS IT

- Lower Energy Costs
- Reduced Carbon Footprint
- Smart Home Automation
- Sustainable Lifestyle Solutions

(IEA, 2024)

COMPETITOR LANDSCAPE

Competitor	Strength
Tesla Energy	Solar Roof, Powerwall, Strong energy ecosystem
Google Nest	Smart home integration and user-friendly devices
EcoFlow	Portable and scalable energy solution

APPLE ADVANTAGES

Unified ecosystem	Privacy & Security
Seamless Apple Integration	Premium user Experience

(Tesla Energy, 2024; Google Nest, 2024; EcoFlow, 2024 (Apple, 2024))

TARGET MARKET

- Smart home users
- Environment friendly people
- Apple Fans
- Premium Technology Users

(Kotler et al., 2024)

WHY CHOOSE US

- All-in-One App:** Generate, save and view electricity with a single app.
- Easy Connect:** Easily connects to iPhone and Apple Watch.
- Smart Savings:** AI technology automatically saves more money and electricity.
- Top Security:** Apple keeps your home data absolutely safe.
- Trusted Brand:** The world's most trusted company that protects the environment.

(Kotler et al., 2024; Apple, 2024)

HOW IS IT DIFFERENT

Existing Solution	Apple Home Energy
Multiple Apps	One Apple App
Limited ecosystem	Full Apple ecosystem
Basic monitoring	AI Optimization

(Apple, 2024; Google Nest, 2024; Tesla Energy, 2024)

ALIGNMENT WITH CURRENT APPLE PRODUCTS

iPhone, Apple Watch, iPad, iCloud, Apple Intelligence

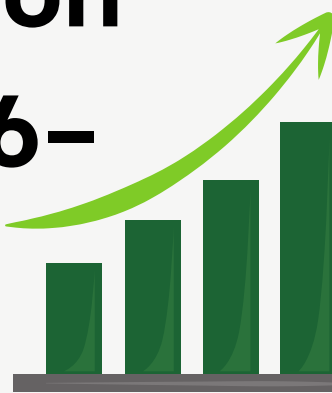
Apple Home Energy extends Apple's ecosystem Strategy

(Apple, 2024)

MARKET FOR APPLE HOME ENERGY

- UK Residential Solar Market (2025): USD 1.08 Billion
- Projected CAGR (2026–2034): 13.62%

(Grand View Research, 2025; IEA, 2024)



IMPACT

Environmental impact
Social impact
Economic impact

(DESNZ, 2024; IEA, 2024)



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