



Programme: Master of business Administration

Module: Marketing management (LCMB7024)

Assignment Title: Assesment 2 : Brand extention
POSTER

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Samsung Smart Nutrition System

Transforming Personalised Health Through AI

SAMSUNG



Company Overview

Samsung is a global consumer electronics company with more than 20 percent of the worldwide smartphone market share, and one of the largest developers of AI and IoT solutions (Sultanova et al., 2024). Its Galaxy wearables market segment has registered a steady growth, which has seen it in the world wearable technology market with an estimated value of over 70 billion dollars, and puts Samsung in a good place in the digital health and lifestyle integration.

Brand Extension Concept

The proposed Samsung Smart Nutrition System is an artificial intelligence-driven personalised nutrition system, which is based on Galaxy devices. The system provides tailored snack selections to the biometric data following the analysis of the biometric data, including the activity levels, sleep patterns, and the intake of calories (Sultanova et al., 2024). It is expected that by 2027 the world will have witnessed a multi-billion-dollar business based on personalised nutrition, which means that the market is extremely scalable and has a strategic fit with the capabilities of Samsung as far as innovation is concerned.

Market Appeal

The concept will address the urban elite and the fitness conscious clientele between the age group of 18 to 40, the ones who make up over 60 percent of the total health and wellness expenditure across the world (Prabhu and Prasad, 2019). The demand of convenience and technology-oriented health products is gradually growing, hence the business potential of this extension is incrementally growing with the growing demand of health snacks, which is estimated at more than 90 billion dollars in the entire world.

Sustainability Alignment

Inbuilt sustainability is eco-friendly packaging, ethical sourcing, and AI-based portion optimisation that can reduce food waste to as much as 30 and contribute to the global sustainability agenda (Watts et al., 2024).

Conclusion

This would by implication reinforce Samsung ecosystem, customer interaction, and high-growth revenue potential in the new market in health-tech.

Key Highlights



20%+
Global Smartphone
Market Share



\$70+ Billion
Global Wearable
Technology Market



\$90+ Billion
Global Health
Snacks Market



30%
Food Waste
Reduction Potential

References



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