

Programme: Master of Business Administration

Module code: LCMB7024

Module: Marketing Management

Assignment Title: Assessment component 2:  
Marketing Portfolio

Lecturer: Dr Laila Maazouz (London)

Student Name: Imran Ahmed

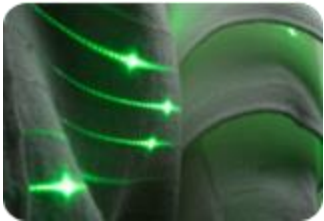
Student ID: 2438392



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**University of Wales**  
Trinity Saint David

# Samsung EcoFit: Wear the Future

SMART FABRIC. SUSTAINABLE IMPACT. SEAMLESS LIFE.



## The Future of Fitness Apparel

Samsung EcoFit redefines activewear by combining high-performance eco-friendly materials with advanced smart-textile technology (Xu et al., 2025). Embedded micro-sensors track real-time biometrics—heart rate, posture, muscle activity—seamlessly integrating with Samsung Health and your personal AI Coach (Tang et al., 2025).

### 🎯 Target & Strategy

#### Segmentation & Targeting

- Primary:** Tech-savvy fitness consumers seeking performance data.
- Secondary:** Sustainability-driven Millennials & Gen Z. (Luthfiandana et al., 2024)

|                                                                                                        |                                               |
|--------------------------------------------------------------------------------------------------------|-----------------------------------------------|
| <b>Product</b> Premium Smart Fabrics                                                                   | <b>Price</b> Value-based Model                |
| <b>Place</b> Omni-channel (App/Retail)                                                                 | <b>Promotion</b> #EcoFitLife Digital Campaign |
| <b>Process &amp; Physical Evidence</b> AI-driven support & Zero-waste packaging (Mittal & Baker, 1998) |                                               |



## Why EcoFit?

### Unique Value Proposition

EcoFit stands alone at the intersection of tech and nature. We offer seamless connectivity to the Samsung ecosystem, fully eco-conscious manufacturing, and AI-driven insights that actively improve your health.

"Empowering the fitness revolution." (Tang et al., 2025)

Join us in revolutionizing the fitness industry. EcoFit: Wear the Future.

SCAN TO  
PARTNER





# References

- Luthfiandana, R., Barus, G.A., Nuraeni, N., Yanthy, S. and Pujiati, H. (2024) (for Segmenting, Targeting, Positioning)
- Tang, C., Yi, W., Zhang, Z., Occhipinti, E. and Occhipinti, L.G. (2025) (for AI-Driven Smart Sportswear)
- Xu, Z., Zhang, C., Wang, F., Yu, J., Yang, G., Surmenev, R.A., Li, Z. and Ding, B. (2025) (for Smart Textiles)
- Mittal, B. and Baker, J. (1998) (for the 7Ps marketing mix/customer psychology)