

About Tesla, Inc.

FOUNDED: 2003

LEADERSHIP: Elon Musk, CEO

HEADQUARTERS: Palo Alto, CA (Roth, 2021)

SEGMENTS: automotive + energy generation & storage

(Tesla, Inc., 2020)

REVENUE: \$24.6 billion in 2019 (Roth, 2021)

MISSION STATEMENT: To accelerate the world's

transition to sustainable energy (Tesla, Inc., 2021).



TESLA, INC.

SWOT Analysis



STRENGTHS

- Recognized & desired brand
- Unique brand positioning
- Innovative proprietary technologies



WEAKNESSES

- High-priced products
- Low production volumes
- While expanding, still limited vehicle service & dealer networks





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SWOT Analysis



OPPORTUNITIES

- Environmentalism & demand for fuel-alternative vehicles
- Technological developments
- New market segments



THREATS

- Perception about EVs safety, quality, performance & cost
- Government regulations and economic conditions
- Information security breaches & cyber-attacks (Tesla, Inc., 2020).



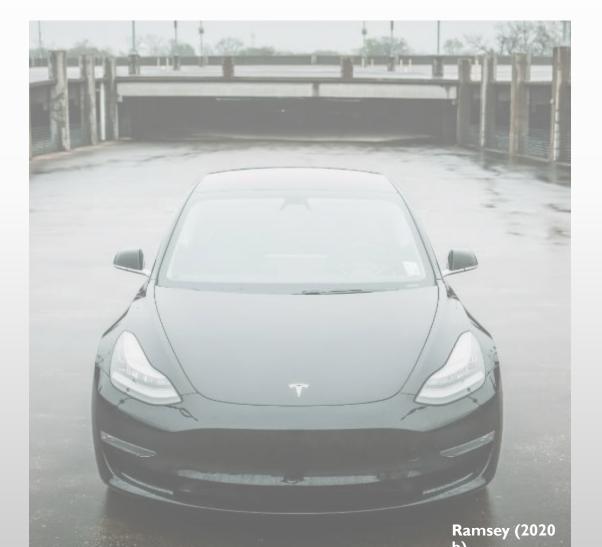
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COMPETITIVE ANALYSIS

	TESLA, INC.	FORD MOTORS	GENERAL MOTORS	TOYOTA MOTORS
Founded in	2003	1903	1908	1937
Industry	EV manufacturing	Automotive, HEV& EV manufacturing	Automotive, HEV& EV manufacturing	Automotive, race, HEV & EV manufacturing
HEV & EV Market Share	15.7%	18.8%	3.9%	11%
Brands	Tesla	Ford, Lincoln & Mercury	Buick, Cadillac, Chevrolet & GMC	Toyota & Lexus
Innovation	Lithium-ion battery, autopilot, panoramic windshield, infotainment software, etc.	EcoBoost engine	Not evident	Early hybrid innovations
Industry-relevant revenue	\$2.3 billion	\$3.3 billion	\$683.3 million	\$1.8 Dilica
HEV & EV Models	Models S, X, 3 & Y	Ford Fusion Energi, Ford Focus & Ford	Chevy Bolt, Silverado, Sierra and Malibu (+20	Toyota Prius, Toyota Highlander & Lexus

MARKETING STRATEGY

PRODUCTS & SERVICES



AUTOMOTIVE

☐ Model 3, Model Y, Model S, Model X

ENERGY STORAGE

- ☐ Powerwall
- ☐ Powerpack & Megapack

SOLAR ENERGY

- ☐ Solar energy systems
- ☐ Solar Roof

SERVICES

- ☐ Warranty & Service Plans
- ☐ Financing & Leases
- ☐ Insurance (Tesla, Inc., 2020).



MARKETING STRATEGY

PRICE

Market entry pricing strategy:

☐ Premium

☐ Skimming

Current pricing strategy:

- ☐ Affordable Luxury
- ☐ Affordable (mainstream market)
- ☐ Geographical



MARKETING STRATEGY

PLACE

GEOGRAPHIC

☐ North America, Europe & Asia

AUTOMOTIVE

- ☐ Global network of company-owned stores & galleries
- Tesla's website

ENERGY STORAGE & SOLAR ENERGY

- ☐ Tesla website, stores & galleries
- □Internationally via network of channel partners & sales organizations

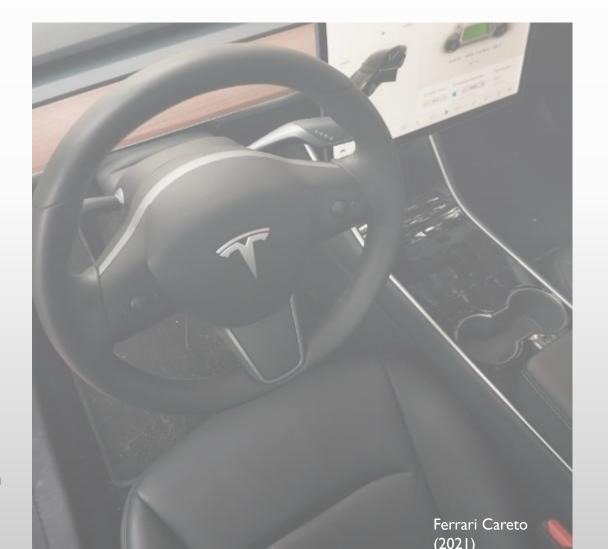
SERVICES

- Tech: Company-owned service locations
- ☐ Charging: partnerships with public and businesses spaces
- □ Financial & warranty: partnerships with financial institutions & international banks (Tesla, Inc., 2020).



MARKETING STRATEGY

PROMOTION



DIGITAL

- □ WOM
- ☐ Tesla's website
- ☐ Social Media

TRADITIONAL

- □ WOM
- ☐ Trade-in program / Sales promotion
- ☐ Referral programs
- ☐ Events & experiences
- ☐ Public relations
- ☐ Publicity (Tesla, Inc., 2020)



COMPETITIVE ADVANTAGE











ENVIRONMENTAL IMPACT

PRODUCT IMPACT



EMPLOYEES & CULTURE



CORPORATE SOCIAL RESPONSIBILITY

Corporate Social Responsibility Tela.inc.(2019)



ENVIRONMENTAL

- Create sustainable energy & transport products
- ☐ Reduce carbon footprint at factories
- Increase utilization of batteries & vehicles
- ☐ Reduce air pollution
- ☐ Improve wastewater & stormwater management (Tesla, Inc., 2019).



PRODUCT

- ☐ Make available & affordable for all
- Provide urban and remote communities with reliable & affordable energy
- ☐ Disaster relief (Tesla, Inc., 2019).





Corporate Social Responsibility

SUPPLY CHAIN

- Source responsibly produced materials
- ☐ Create safe & humane working conditions
- Require social, environmental, and sustainability practices from partners (Tesla, Inc., 2019).

EMPLOYEES & CULTURE

- ☐ Build safe, fair & inclusive organizational culture
- ☐ Reduce risk of injury & ensure employee safety
- ☐ Community engagement (Tesla, Inc., 2019).



CONCLUSION & RECOMMENDATIONS

□ PRODUCTS & SERVICES

Innovate & improve existing technologies

Develop products for new consumer segments

Extend insurance services

PRICE

Innovate to reduce the price of some products

Increase production volume to justify lower prices

PLACE

Increase number of stores & service locations domestically & internationally

Establish manufacturing & sales operations in developing economies

PROMOTION

Allocate budget for traditional advertising



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