



Marketing Plan

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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).



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



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).

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 billion
HEV & EV Models	Models S, X, 3 & Y	Ford Fusion Energi, Ford Focus & Ford Mustang	Chevy Bolt, Silverado, Sierra and Malibu (+20%)	Toyota Prius, Toyota Highlander & Lexus

TESLA, INC.

Roth
(2021)

MARKETING STRATEGY

PRODUCTS & SERVICES



Ramsey (2020
b)

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



Ferrari Careto
(2021)

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

- ✓ PRODUCT
- ↶ PRICE
- ✗ PLACE
- ✓ PROMOTION



Van Kessel (2020)





ENVIRONMENTAL IMPACT

PRODUCT IMPACT



SUPPLY CHAIN

EMPLOYEES & CULTURE



**CORPORATE
SOCIAL
RESPONSIBILITY**



Corporate Social Responsibility

Tesla, 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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