



Tesla - Evaluating a Growth Company

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TESLA

# Tesla - Evaluating a Growth Company

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Lobna AlRajeh  
G146002

Madawi AlAfaliq  
G146010

## Team Introduction

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**Lobna AlRajeh:**  
• 5 years in the field of Investment Banking  
• Risk and Credit Department in KIBDC  
• KSU, College Of Business Administrative Sciences with a Bachelors in Construction Management

**Madawi AlAfaliq, Project Manager at HP:**  
• Working on the client's premises (SADAD Payment System)  
• Managing Releases and Patching projects  
• PSU, with a Bachelor Degree In Computer Information Systems  
• PMP, and ITILV3 Foundation



**Misaa Al-Afaleq:**  
• KSU, Bachelors of Management Science Degree, in Economics  
• Training in personal relationships at the students' skills development center, KSU  
• Job training at Saudi Hollandi Bank  
• FBI Time MGA system

**Najla AlYoussef, Home Rooms Teacher:**  
• Have experience with education sector  
• Started as a preschool teacher until promoted to teach primary grades  
• Participated in lots of workshops and seminars and an expert in Montessori curriculum  
• KSU, BA in English Linguistics and Literature



## Outline

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- Step 1: The firm's existing vision, mission, and organization
- Step 2: Revised vision and mission statements and organization
- Step 3: The organization's external opportunities and threats
  - 3a: Competitive Profile Matrix (CPM)
  - 3b: External Factor Evaluation (EFE) Matrix
- Step 4: The organization's internal strengths and weaknesses
  - 4a: Ratio Analysis
  - 4b: Market Analysis
  - 4c: Internal Factor Evaluation (IFE) Matrix
  - 4d: Website Analysis
- Step 5: SWOT, SPACE, and Grand Strategy Matrices
- Step 6: QSPM with advantages and disadvantages of alternative strategies
- Step 7: Recommended strategies and long-term objectives with comparison of recommendations to actual strategies planned by the company
- Step 8: The advantages and disadvantages of each alternative strategy



Madawi  
Najla  
Madawi  
Madawi  
Lobna  
Madawi  
Misaa  
Najla  
Lobna  
Lobna  
Najla  
Lobna  
Najla  
Madawi

# Team Introduction

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### **Lobna AlRajeh:**

- 8 years in the field of Investment Banking
- Risk and Credit Department in HSBC
- KSU, College Of Business Administrative Sciences with a Bachelors in Construction Management

### **Madawi AlAfaliq, Project Manager at HP:**

- Working on the client's premises (SADAD Payment System)
- Managing Releases and Patches projects
- PSU, with a Bachelor Degree in Computer Information Systems
- PMP, and ITILv3 Foundation



### **Misaa Al-Afaleq:**

- KiSU, Bachelors of Management Science Degree, in Economics
- Training in personal relationships at the students' skills development center, KSU
- Job training at Saudi Hollandi Bank
- Full time MBA student

### **Najla AlYousef, Home Room Teacher:**

- Have experience with education sector
- Started as a preschool teacher until promoted to teach primary grades
- Participated in lots of workshops and seminars and an expert in Montessori curriculum
- KSU, BA in English Linguistics and Literature



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Time Setting (2010-2013)

# Outline



## Thecasesolutions.com

**Step 1: The firm's existing vision, mission, and organization**

*Madawi*

**Step 2: Revised vision and mission statements and organization**

*Najla*

**Step 3: The organization's external opportunities and threats**

3a: Competitive Profile Matrix (CPM)

3b: External Factor Evaluation (EFE) Matrix

*Madawi*

*Madawi*

*Lobna*

**Step 4: The organization's internal strengths and weaknesses**

4a: Ratio Analysis

4b: Market Analysis

4c: Internal Factor Evaluation (IFE) Matrix

4d: Website Analysis

*Madawi*

*Misaa*

*Najla*

*Lobna*

*Lobna*

**Step 5: SWOT, SPACE, and Grand Strategy Matrices**

*Najla*

**Step 6: QSPM with advantages and disadvantages of alternative strategies**

*Lobna*

**Step 7: Recommended strategies and long-term objectives with comparison of recommendations to actual strategies planned by the company**

*Najla*

**Step 8: The advantages and disadvantages of each alternative strategy**

*Madawi*



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*Step 1: The firm's existing vision, mission, and organization*

Vision Statement

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"Create the most compelling car company of the 21st century by driving the world's transition to electric vehicles."

Mission Statement

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"To accelerate the advent of sustainable transport by bringing compelling mass market electric cars to market as soon as possible."

## Vision Statement

Thecasesolutions.com

"Create the most compelling car company of the 21st century by driving the world's transition to electric vehicles."



## Mission Statement

**Thecasesolutions.com**

"To accelerate the advent of sustainable transport by bringing compelling mass market electric cars to market as soon as possible."



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## *Step 2: Revised vision and mission statements and organization*

### *NEW* Vision Statement

"Use the latest innovation to provide the most efficient line of electric automobiles for everyday drivers around the world."

### *NEW* Mission Statement

"To accelerate the advent of sustainable transport by bringing compelling mass market electric cars to our valued customers from all around the world as soon as possible. Using advanced technologies that make them among the quickest and most energy-efficient cars on the road . We strive to create the best working environment for our employees."

### Vision/Mission vs Strategy

**Market Development Strategy:**  
Introducing present products or services into new geographic areas

