

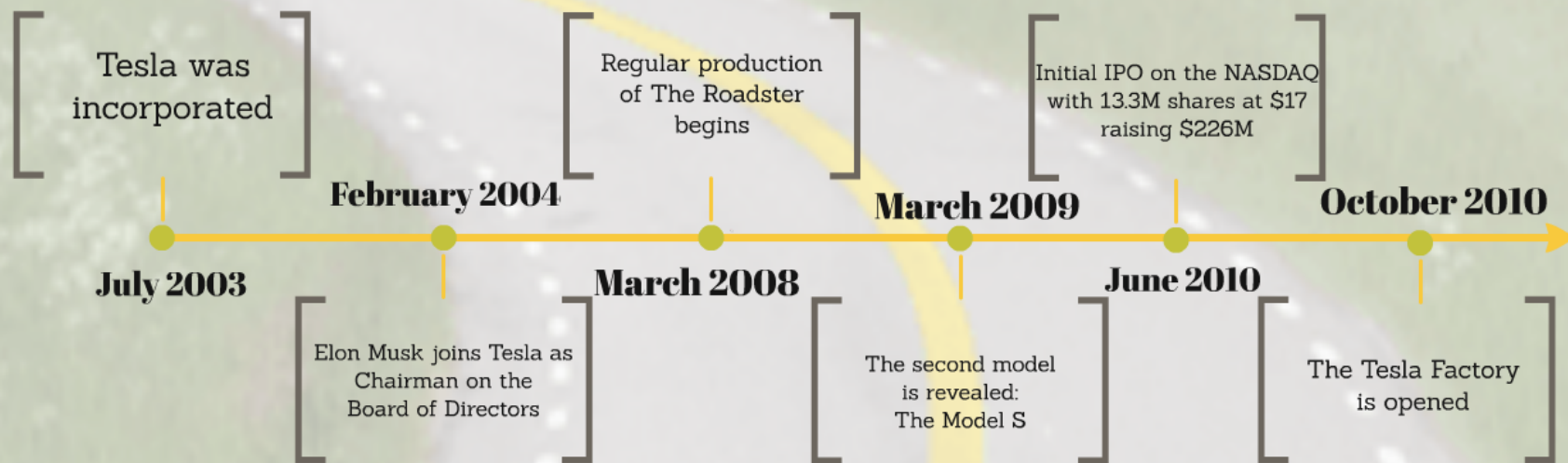


Tesla Motors

Thecasesolutions.com

Company History

Thecasesolutions.com



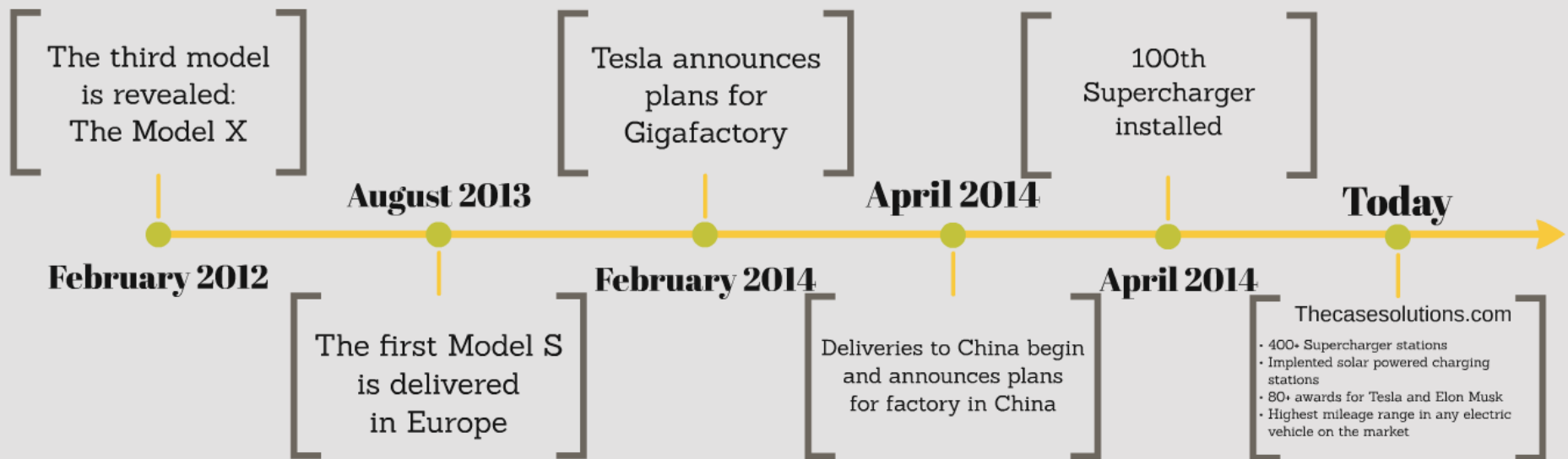
Agenda

Thecasesolutions.com

- History
- Tesla's Mission & Vision
- Company Values
- Current Strategy
- External Environment
 - PESTEL
 - Porter's 5 Forces
 - Strategy Mapping
 - Key Success Factors
- Internal Environment
 - SWOT Analysis
 - VRIN
 - Financial Analysis
 - Competitive Strength Assessment
- Winning Strategy Assessment
- Recommendations

Company History continued

Thecasesolutions.com



Thecasesolutions.com

- 400+ Supercharger stations
- Implented solar powered charging stations
- 80+ awards for Tesla and Elon Musk
- Highest mileage range in any electric vehicle on the market

Tesla's Mission & Vision

Thecasesolutions.com

Mission

"To accelerate the world's transition to sustainable transport by bringing compelling mass market electric cars to the market as soon as possible"

Vision

"To utilize the company's proprietary batteries and powertrain technology to put millions more electric cars on the road and dramatically curtail global dependence on petroleum-based transportation"

Values

Thecasesolutions.com

- Environmentally Friendly
- Innovation
- Superior Customer Service
- Commitment to Quality

Current Strategy

Thecasesolutions.com

- Tesla currently has a Focused Differentiation Strategy
 - Providing highly differentiated products at a premium price to their consumers
- Tesla's Distribution Strategy: selling cars direct to the consumer through their stores and website
- Tesla's Manufacturing Strategy: sourcing parts from a large number of suppliers, but utilize in-house manufacturing for key components
- Tesla's R&D Strategy: batteries, induction motors, gearbox and control software