











## References Introducing the Future: Tesla Model S Commercial - YouTube. (n.d.), YouTube. Retrieved February 18, 2013, from http://www.youtube.com/watch?v=RqVWGLEwyyo Rothaermel (2013), Strategic Management: Concepts and Cases. New York: McGraw-Hill/Irwin.



## The Agenda

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Industry
Attractiveness
Analysis

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Electric Automotive
Industry
Attractiveness
Analysis

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Identification
of Strategic
Groups

Thecasesolutions.com
Competition
Analysis
among Strategic



Thecasesolutions.com Industry Attractiveness Analysis

Thecasesolutions.com

Industry
Attractiveness
Analysis

Thecasesolutions.com Identification of Strategic Groups

## Thecasesolutions.com Competition Analysis

among Strategic Groups



