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**Microsoft: Is the Creative Spark
Burning Out?**

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Business Case Analysis

Tesla Motors: Will Sparks Fly in the Automobile Industry?

Brief history:

- Foundation of the company.
- Major Events so far.

Alternative Propulsion Car

- Battery Electric
- Plug-in Hybrid Electric
- Hydrogen and Fuel Cells
- Biofuels and Natural Gas

Strategic Choices

Presents the current circumstances of Tesla Motors after the strategic decisions taken. Guided by its Mission and Vision.

The US Automotive Industry



Challenges/The Objective

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- Quest for a Standard
- Electric car infrastructure
- Manufacturing Challenge
- Pricing Challenges

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Introduction

- Relevance of the company
- Challenges Faced
- Structure Followed

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Analysis

- Detailed list of Products & Services
- SWOT
- Porter's 5 Forces
- Income Statement Analysis
- PEST

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