

# Orascom Telecom: Risks of Internationalization



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**Agenda** Thecasesolutions.com

- Issue Identification
- Issue Analysis
- Recommendation
- Implementation
- Conclusion

**Tesla's Mission**  
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Three small images: a recycling symbol, a Tesla car, and solar panels.

**Recommendation A**

The Tesla logo and a photograph of a Tesla car.

**Recommendation B**

A small icon of a globe.

A small icon of a document or slide.

**Implementation**

Three icons: a red 'no' symbol, the American flag, and the European Union flag.

**Question & Answer Period**

An icon representing a group of people.

Thank You!

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# Agenda

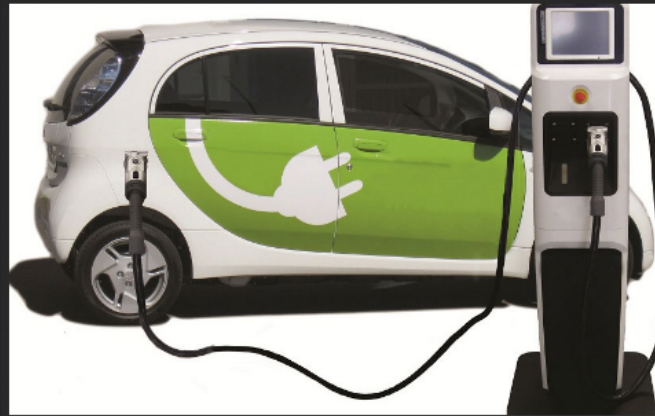
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- Issue Identification
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- Questions



# Tesla's Mission

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*'To accelerate the advent of sustainable transport by bringing compelling mass market electronic cars to market as soon as possible' - Elon Musk*



## **Decision to be made**

Should Tesla expand its operations to China given the experiences gained from the United States and Singapore market?



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### **Issues**

- 1) Inability to Meet Current Market Demand**
- 2) Niche Market**
- 3) Costly Investment**

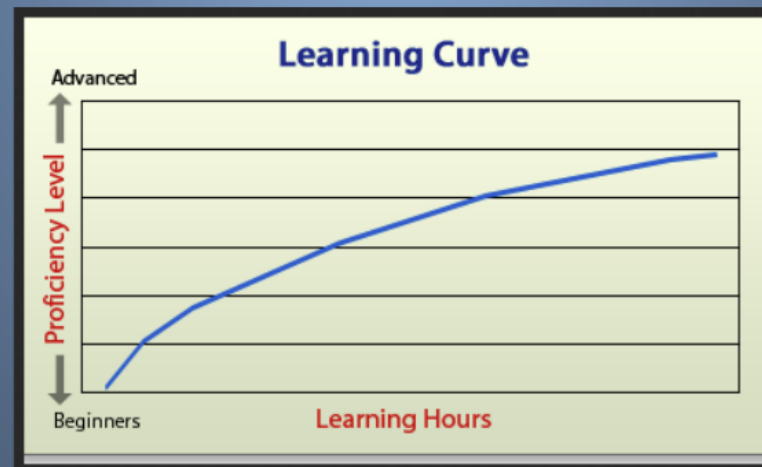
# Analysis

## Issue #1

### Inability to meet current market demand

- - Lack of Skilled Workers
- Need for Specialization in Production Process

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# Analysis

## Issue #2

- **Niche Market**
  - Lack of Consumer Knowledge on EVs
  - No Reputation in China

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# Analysis Issue #3

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Costly Investment

- Income Groups
- Government Subsidies
- Supportive Infrastructure



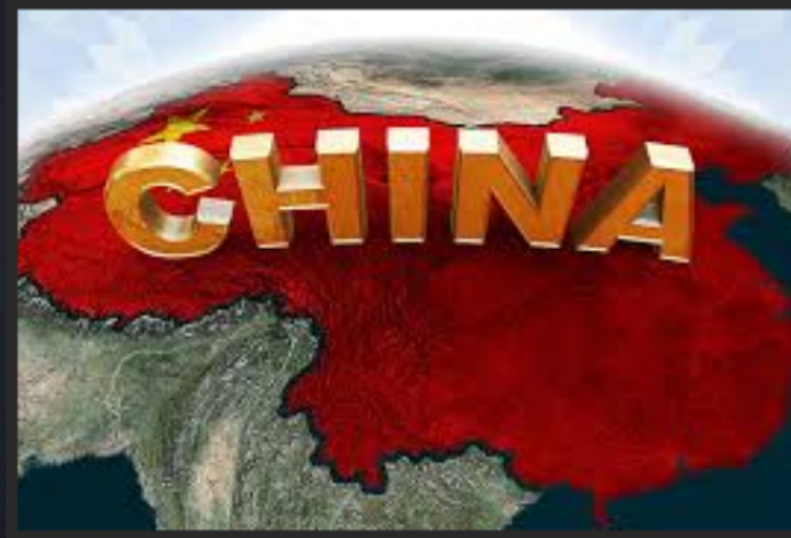


# Recommendation A

- Expand to China through Wholly Owned Subsidiary

## Opportunities

- Increased Market Size
- Brand Recognition
- Air Pollution
- Obtain Tax Incentives



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