



TESLA MOTORS-Evaluating A GROWTH  
COMPANY Harvard Case Solution & Analysis

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Thanks for Listening!



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

**Global Mission**  
 "Create the most compelling car company of the 21st century by defining the world's standard for electric vehicles."

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

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

**Global Mission**  
 "To create the most compelling car company of the 21st century by defining the world's standard for electric vehicles."

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

**Business Model**  
 "Direct sales and service, with a focus on customer experience and a subscription-based model for software and services."

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

**Opportunities**  
 - Growing demand for electric vehicles  
 - Government incentives for EVs  
 - Increasing environmental awareness

**Threats**  
 - Intense competition from traditional automakers  
 - High production costs for EVs  
 - Limited charging infrastructure

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TESLA

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

## Vision Statement

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

## Mission Statement

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

## Vision Statement

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