

# Tesla Motors Inc.

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## Recap

- Geography
- Religion and culture
- Language
- Relationship US and Turkey
- Business environment
- SWOT analysis

## SWOT Analysis

### Strengths

- Innovation
- Design and engineering
- Strong partnerships
- High demand for Tesla Product
- Good Public Relations
- Elon Musk is a huge public figure & driving force behind Tesla

### Weaknesses

- High production cost
- High prices for Electric Vehicles
- Consumption tax raises the purchase price of the vehicle by 60-100 percent above the pre-tax price
- People are unaware of the benefits of the electric vehicle

### Opportunities

- Turkey is a Growing market
- There is a increase oil and gas prices Turkey is #2 is highest gas prices in the world
- Lower taxes of electric
- Government support
- Very environment Friendly

### Threats

- Limited range
- Small Target market
- Political unrest in surrounding countries
- Inconsistent business environment makes it difficult to develop longstanding business relationships
- Increasing competition

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