

## Tesla Motors

Thecaseofjalen.com

Ashley Dauke, Chris Yoon,  
Krysta Williamson, Nebojsa Vujacic,  
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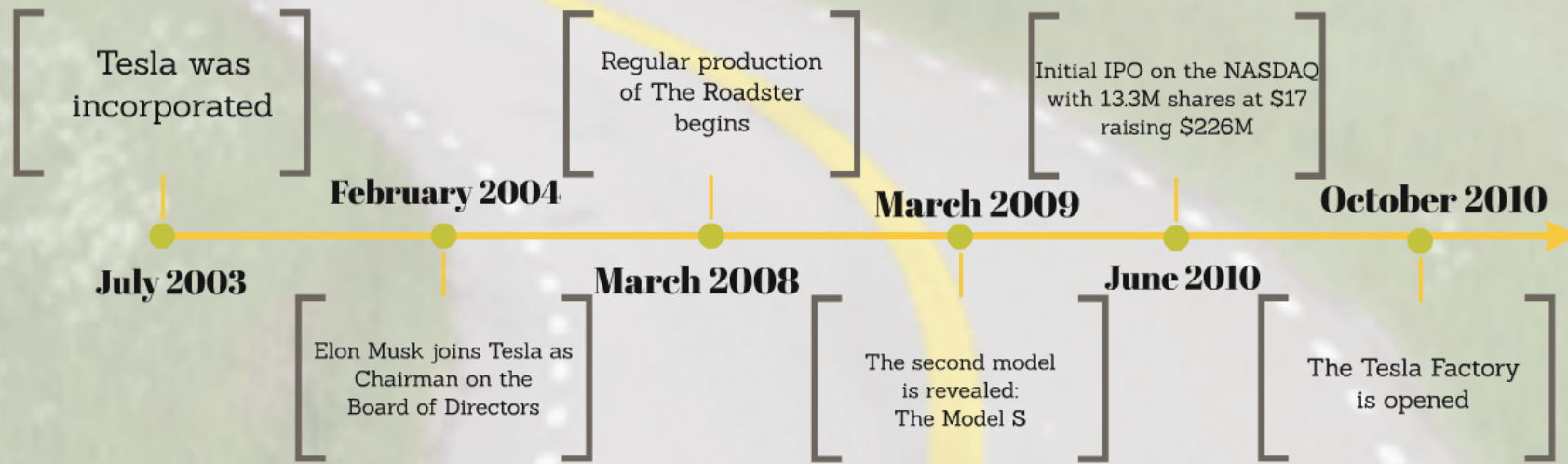
- ### Agenda
- History
  - Tesla's Mission & Vision
  - Company Values
  - Current Strategy
  - External Environment
    - PESTEL
    - Porter's 5 Forces
    - Strategy Mapping
    - Key Success Factors
  - Internal Environment
    - SWOT Analysis
    - VRIN
    - Financial Analysis
    - Competitive Strength Assessment
  - Winning Strategy Assessment
  - Recommendations



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# Company History





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