

swot analysis tesla

SWOT Analysis: Tesla's Drive for Domination - Strengths, Weaknesses, Opportunities, and Threats

Introduction:

Tesla. The name conjures images of sleek electric vehicles, groundbreaking technology, and a visionary CEO. But beneath the surface of this seemingly unstoppable force lies a complex interplay of strengths, weaknesses, opportunities, and threats. This in-depth SWOT analysis of Tesla delves into the core elements that shape its current position and future trajectory in the rapidly evolving automotive and energy sectors. We'll dissect its market dominance, innovative prowess, and looming challenges, providing a comprehensive understanding of what makes Tesla tick – and what could potentially derail it. Prepare to gain a strategic perspective on one of the most influential companies of our time.

I. Strengths: The Pillars of Tesla's Success

Brand Recognition and Loyalty: Tesla enjoys unparalleled brand recognition, synonymous with innovation and luxury in the electric vehicle (EV) market. This strong brand loyalty translates into premium pricing power and a dedicated customer base willing to overlook certain drawbacks. The Tesla brand itself is a significant asset, built on years of marketing and groundbreaking product launches.

Technological Innovation: Tesla's relentless pursuit of technological advancement is a core strength. From battery technology and autonomous driving features to its Supercharger network and energy storage solutions (Powerwall), Tesla consistently pushes boundaries, creating a competitive advantage. This constant innovation fuels its market leadership and attracts both customers and investors.

Vertical Integration: Tesla's vertical integration strategy, encompassing battery production (Gigafactories), vehicle manufacturing, and direct-to-consumer sales, gives it significant control over its supply chain and production costs. This vertical integration minimizes reliance on external suppliers and allows for quicker adaptation to market changes.

Supercharger Network: The extensive Supercharger network is a crucial competitive advantage, addressing one of the major concerns of potential EV buyers – range anxiety. This strategically placed network provides convenient and fast charging options, significantly enhancing the Tesla ownership experience.

Strong Direct-to-Consumer Sales Model: Bypassing traditional dealerships, Tesla's direct-to-consumer model provides greater control over pricing, marketing, and customer experience. This eliminates the markups and commissions associated with traditional dealerships, allowing for more competitive pricing and a streamlined sales process.

II. Weaknesses: Areas for Improvement and Vulnerability

Production Bottlenecks and Quality Control: Tesla has historically struggled with meeting production targets and maintaining consistent quality control. This has led to delays in deliveries, recalls, and reputational damage. Scaling production while upholding quality remains a significant challenge.

Dependence on Elon Musk: While Elon Musk's visionary leadership has been instrumental in Tesla's success, the company's heavy reliance on his personality and decisions presents a risk. His public pronouncements and actions can significantly impact the company's stock price and overall perception.

High Price Point: Tesla vehicles remain relatively expensive compared to many gasoline-powered equivalents, limiting their accessibility to a wider market segment. Expanding into more affordable market segments requires careful strategic planning and execution.

Limited Model Variety: Compared to established automakers, Tesla's range of models is still relatively limited. Expanding the model lineup to cater to diverse customer preferences and market segments is crucial for sustained growth.

Customer Service Issues: Reports of inconsistent customer service experiences have emerged, particularly concerning repairs and warranty claims. Improving customer service is vital to maintain customer satisfaction and loyalty.

III. Opportunities: Future Avenues for Growth

Expanding into New Markets: Tesla has significant opportunities to expand into new global markets with growing demand for electric vehicles, particularly in developing economies. Strategic partnerships and localized production could facilitate this expansion.

Autonomous Driving Technology: The full potential of Tesla's autonomous driving technology remains untapped. Successful deployment of fully autonomous driving capabilities could revolutionize transportation and generate significant revenue streams.

Energy Storage Solutions: Tesla's Powerwall and other energy storage solutions offer considerable growth potential in the renewable energy sector. The increasing adoption of solar power and the need for grid stabilization creates a large market for energy storage.

Strategic Partnerships and Acquisitions: Strategic partnerships with other companies could provide access to new technologies, markets, and expertise, accelerating Tesla's growth. Acquisitions of promising startups could also bolster its technological capabilities.

Software and Services Revenue: Tesla's ongoing software development and updates provide opportunities to generate recurring revenue through subscription services and over-the-air updates. This recurring revenue stream can enhance profitability and reduce reliance on vehicle sales alone.

IV. Threats: External Challenges and Competition

Intense Competition: The electric vehicle market is becoming increasingly competitive, with established automakers aggressively investing in their own EV programs. This intensifies the pressure on Tesla to maintain its market leadership.

Government Regulations and Policies: Government regulations related to emissions, safety, and autonomous driving can significantly impact Tesla's operations and profitability. Changing policies can create uncertainty and necessitate costly adjustments.

Supply Chain Disruptions: Global supply chain disruptions, such as shortages of raw materials or manufacturing components, can hinder Tesla's production capacity and profitability. Diversifying its supply chain is crucial to mitigate this risk.

Economic Downturn: An economic downturn can reduce consumer spending on luxury goods, including electric vehicles, potentially impacting Tesla's sales volume and profitability.

Negative Publicity and Reputational Damage: Negative publicity surrounding Tesla, whether related to safety concerns, quality issues, or Elon Musk's public persona, can damage the company's reputation and affect its sales.

V. Conclusion:

Tesla's position in the market is undeniably strong, built on technological innovation and a fiercely loyal customer base. However, the company faces significant challenges related to production, quality control, and competition. Addressing these weaknesses while capitalizing on the numerous opportunities available is crucial for Tesla's continued success. The future of Tesla depends on its ability to navigate these complex dynamics and maintain its position as a leader in the rapidly evolving automotive and energy landscape.

Article Outline: SWOT Analysis of Tesla

Introduction: Briefly introduce Tesla and the purpose of the SWOT analysis.

Strengths: Detail Tesla's competitive advantages, such as brand recognition, technological innovation, and vertical integration.

Weaknesses: Identify Tesla's vulnerabilities, including production bottlenecks, reliance on Elon Musk, and high pricing.

Opportunities: Explore potential avenues for growth, such as expanding into new markets, advancing autonomous driving technology, and developing energy storage solutions.

Threats: Analyze external challenges, including intense competition, government regulations, and economic downturns.

Conclusion: Summarize the key findings of the SWOT analysis and offer insights into Tesla's future prospects.

(Detailed explanation of each point is provided above in the main article body.)

FAQs:

1. What is Tesla's biggest strength? Its combination of strong brand recognition and consistent technological innovation is arguably its biggest strength.

1. What is Tesla's biggest weakness? Maintaining consistent quality control while scaling production remains a major challenge.
1. What are some key opportunities for Tesla's future growth? Expansion into new markets, advancements in autonomous driving, and growth in the energy storage market.
1. What are the biggest threats to Tesla's success? Intense competition from established automakers and potential supply chain disruptions.
1. How does Tesla's vertical integration contribute to its success? It provides greater control over its supply chain and production costs.
1. What role does Elon Musk play in Tesla's success and risk? His leadership is crucial, but his public persona presents a significant risk factor.
1. How important is the Supercharger network to Tesla's competitive advantage? It significantly addresses range anxiety and enhances the overall ownership experience.
1. What are Tesla's plans for expanding its model lineup? They are continually introducing new models and variations to cater to a broader market.
1. How can Tesla improve its customer service? Investing in training, streamlining processes, and improving communication are key steps.

Related Articles:

1. Tesla's Battery Technology: A Deep Dive: Explores Tesla's advancements in battery technology and their impact on the EV industry.

1. The Future of Autonomous Driving: Tesla's Role: Discusses Tesla's progress in autonomous driving and its potential impact on the future of transportation.
1. Tesla's Gigafactories: Production Powerhouses: Examines Tesla's gigafactory strategy and its impact on battery production and global expansion.
1. Tesla's Marketing Strategy: Building a Cult Following: Analyzes Tesla's successful marketing strategies and their impact on brand loyalty.
1. Tesla's Financial Performance: A Year-by-Year Analysis: Provides a detailed analysis of Tesla's financial performance over the years.
1. Comparing Tesla to its Major Competitors: Compares Tesla's strengths and weaknesses against other prominent EV manufacturers.
1. The Impact of Elon Musk on Tesla's Success: Explores the significant influence of Elon Musk on Tesla's trajectory.
1. The Challenges of Scaling Electric Vehicle Production: Discusses the challenges faced by Tesla and other EV manufacturers in scaling production.
1. Sustainable Practices at Tesla: Environmental Impact and Initiatives: Analyzes Tesla's efforts in sustainable manufacturing and its overall environmental impact.

swot analysis tesla: Tesla Motors. SWOT analysis and corporate strategy Santiago Mas Mas, 2018-08-27 Seminar paper from the year 2016 in the subject Business economics - Offline Marketing and Online Marketing, grade: 1,3, University of Applied Sciences Essen, course: Master

of Business Administration (MBA), language: English, abstract: In an era in which disruption is one of the most used words in business, Tesla Motors has been attracting media attention during the last few years, especially in North America and Europe, due to its innovative offering and the fresh air it has brought into the car manufacturing industry. This is the reason why we have decided to choose this company for our reflections on corporate strategy in the MBA. Our methodology in this assignment will be to critically analyze Tesla's current market approach as part of its global corporate strategy to be able to latter see how harmonized they both are and how likely they are to finally succeed given the current market conditions and competition. For this task we will firstly determine Tesla's potential market and then we will use one of marketing's most known tools, the SWOT analysis, divided up into an internal and external analysis of its strategic advantages and disadvantages, to get a clear picture of the company's competing position. We will also comment Tesla's pricing strategy using some of the pricing concepts reviewed during the MBA course syllabus. Lastly, we will adopt the role of a business analyst to make some forecasts on the company future development and recommendations based on the outcomes of our analysis.

swot analysis tesla: Marketing Case Study Tesla Ricardo Escoda, 2018-05-18 Seminar paper from the year 2018 in the subject Business economics - Offline Marketing and Online Marketing, grade: 1,3, International School of Management, Campus Munich, language: English, abstract: As the number of publications referring to Tesla increased formidable during the last years, it is a highly discussed automotive brand, which is becoming more and more important. In August 2017, the Bernstein Research Institute published a study dealing with brand enjoyment and service experiences of 286 Tesla owners, which resulted in a fanatical brand loyalty autonomous of the region the participants lived in. This paper deals with aspects of Global Marketing Management and Customer Relationship Management, which on the one hand include growth drivers and complexities that underpin the strategy of Tesla in its quest to exercise market power in a very competitive automotive market place, and on the other hand examine how Tesla was able to connect its customers as prominent iconic luxury brand. In the end of this paper a "blue print" model on how Tesla might build and embrace a customer driven marketing strategy aimed at building tighter bonds with its loyal customers and delivering added value will be proposed.

swot analysis tesla: Tesla Motors, Inc. Market Analysis and Definition Dominic Birk, 2015-11-16 Research Paper (undergraduate) from the year 2015 in the subject Business economics - Offline Marketing and Online Marketing, grade: 1,3, University of applied sciences, Cologne, language: English, abstract: More than 100 years after the invention of the internal combustion engine, incumbent automobile manufacturers are at a crossroads and face nowadays significant industry-wide challenges. The reliance on the gasoline-powered internal combustion engine as the principal automobile powertrain technology is connected with several negative aspects: It raises environmental concerns, creates dependence among industrialized and developing nations on imported oil and it also exposes consumers to volatile fuel prices. All these challenges offer a historic opportunity for companies with innovative electric powertrain technologies to lead the next technological era of the automotive industry. Therefore, the objective of this assignment is to analyze the market situation of the all-electric vehicle manufacturer Tesla Motors, Inc. and to find out its unique selling proposition. The focus will be on the company's domestic market, the United States of America. Moreover, this assignment will only take Tesla's automotive products into consideration.

swot analysis tesla: SWOT ANALYSIS NARAYAN CHANGDER, 2024-01-09 THE SWOT ANALYSIS MCQ (MULTIPLE CHOICE QUESTIONS) SERVES AS A VALUABLE RESOURCE FOR INDIVIDUALS AIMING TO DEEPEN THEIR UNDERSTANDING OF VARIOUS COMPETITIVE EXAMS, CLASS TESTS, QUIZ COMPETITIONS, AND SIMILAR ASSESSMENTS. WITH ITS EXTENSIVE COLLECTION OF MCQS, THIS BOOK EMPOWERS YOU TO ASSESS YOUR GRASP OF THE SUBJECT MATTER AND YOUR PROFICIENCY LEVEL. BY ENGAGING WITH THESE MULTIPLE-CHOICE QUESTIONS, YOU CAN IMPROVE YOUR KNOWLEDGE OF THE SUBJECT, IDENTIFY AREAS FOR IMPROVEMENT, AND LAY A SOLID FOUNDATION. DIVE INTO THE SWOT

ANALYSIS MCQ TO EXPAND YOUR SWOT ANALYSIS KNOWLEDGE AND EXCEL IN QUIZ COMPETITIONS, ACADEMIC STUDIES, OR PROFESSIONAL ENDEAVORS. THE ANSWERS TO THE QUESTIONS ARE PROVIDED AT THE END OF EACH PAGE, MAKING IT EASY FOR PARTICIPANTS TO VERIFY THEIR ANSWERS AND PREPARE EFFECTIVELY.

swot analysis tesla: *Innovation Management in the Intelligent World* Tugrul U. Daim, Dirk Meissner, 2020-12-17 This book introduces readers to state-of-the-art cases and tools for managing innovation in today's rapidly changing business environment. It provides a wealth of methodological knowhow and guidance on practical applications, as well as case studies that reveal various challenges in technology and innovation management. Written by a mix of academic scholars and practitioners, the respective chapters present tools and approaches for the early detection of emerging fields of innovation, as well as relevant processes and resources. The contributing authors hail from leading innovative companies including Google, Amazon, Intel, Daimler-Benz, and NASA.

swot analysis tesla: *Definition and Market Analysis of the Tesla Motors Model S* Erik Somssich, 2017-04-04 Seminar paper from the year 2016 in the subject Business economics - Offline Marketing and Online Marketing, grade: 1,3, University of applied sciences, Cologne, course: Marketing, language: English, abstract: The purpose of this document is to analyse the strategic marketing positioning of Tesla Motors with the focus on its premium electric car, "Model S". From the text: - The Company Tesla Motors; - Business Analysis; - Market Analysis; - Market Positioning and Strategy

swot analysis tesla: Proceedings of the 2022 3rd International Conference on Big Data Economy and Information Management (BDEIM 2022) Seifedine Kadry, Yingchen Yan, Junjie Xia, 2023-03-29 This is an open access book. 2022 3rd International Conference on Big Data Economy and Information Management (BDEIM 2022) will be held from December 2 to 3 in Zhengzhou, China. The conference is co-hosted by Henan University, Henan Academy of Sciences and Henan Association for Science and technology. It dedicates to create a platform for academic communications between specialists and scholars in the fields of Big Data Economy and Information Management. The conference will create a path to establish a research relation for the authors and listeners with opportunities for collaboration and networking among the universities and institutions for promoting research and developing technologies.

swot analysis tesla: Evaluation of the Marketing Strategy of Tesla Motors Inc Dominic Birk, 2015-11-06 Research Paper (undergraduate) from the year 2015 in the subject Business economics - Offline Marketing and Online Marketing, grade: 1,0, University of applied sciences, Cologne, language: English, abstract: Tesla Motors, Inc. is a car manufacturer, which polarizes like no other company in this industry. It is often said that with its business model and its special strategic moves, Tesla confuses competitors, utilities and marketing agencies. Therefore, this assignment will focus on the analysis of the key aspects of Tesla's business model in order to find out why it is considered to be different. Moreover, the objective of this assessment is to find out, whether this strategy is useful, or if it should be changed. The market definition and analysis of the first assignment is hereby the basis for this evaluation of Tesla Motor's current marketing strategy. Therefore, the focus will be again on the company's domestic market: the United States of America. Furthermore, only Tesla's automotive products will be taken into consideration - its recently launched home battery will not be object of this work.

swot analysis tesla: Proceedings of the 2022 4th International Conference on Economic Management and Cultural Industry (ICEMCI 2022) Hrushikesh Mallick, Gaikar Vilas B., Ong Tze San, 2023-01-13 This is an open access book. 2022 4th International Conference on Economic Management and Cultural Industry (ICEMCI 2022) to be held in Chongqing (Online) on October 14-16, 2022. As the leader of the global trend of scientific and technological innovation, China is constantly creating a more open scientific and technological innovation environment, expanding the depth and breadth of academic cooperation, and building a shared innovation community. These efforts are making new contributions to globalization and building a community with a shared future for mankind. ICEMCI aims to bring together innovative academics and industry experts in Economic

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swot analysis tesla: Strategy That Works Paul Leinwand, Cesare R. Mainardi, 2016-01-12
How to close the gap between strategy and execution Two-thirds of executives say their organizations don't have the capabilities to support their strategy. In *Strategy That Works*, Paul Leinwand and Cesare Mainardi explain why. They identify conventional business practices that unintentionally create a gap between strategy and execution. And they show how some of the best companies in the world consistently leap ahead of their competitors. Based on new research, the authors reveal five practices for connecting strategy and execution used by highly successful enterprises such as IKEA, Natura, Danaher, Haier, and Lego. These companies: • Commit to what they do best instead of chasing multiple opportunities • Build their own unique winning capabilities instead of copying others • Put their culture to work instead of struggling to change it • Invest where it matters instead of going lean across the board • Shape the future instead of reacting to it Packed with tools you can use for building these five practices into your organization and supported by in-depth profiles of companies that are known for making their strategy work, this is your guide for reconnecting strategy to execution.

swot analysis tesla: Leading the Revolution Gary Hamel, 2002-07-30 NEW YORK TIMES BESTSELLER One of the world's preeminent business thinkers and co-author of the bestseller, *Competing for the Future*, Gary Hamel has helped set the management agenda for three decades. Now, he brings us into the twenty-first century with *Leading the Revolution*, which spent time on *The New York Times*, *The Wall Street Journal*, *USA Today*, and *Business Week* bestseller lists, among others. Hamel lays out an innovative action plan for any company or individual intent on becoming—and staying—an industry revolutionary, for years to come. By drawing on the success of gray haired revolutionaries like Charles Schwab, Virgin, and GE Capital—companies that are always thinking ahead of the game and growing in new directions—and profiling individuals such as Ken Kutaragi, one of the pioneers of Sony Playstation, Hamel explains how companies can continue to grow, innovate, and achieve success, even in a chaotic world market. With insight culled from years of experience, Hamel: • Explores where revolutionary new business concepts come from • Identifies the key design criteria for building companies that are activist-friendly and revolution-ready • Shows how to avoid becoming one-vision wonders • Demonstrates how to harness the imagination of every employee • Explains how to develop new financial measures that focus on creating new wealth Packed with practical advice, *Leading the Revolution* is an accessible read, perfect for both businesses and individuals that don't want to get caught in the slow lane in the race for success in the twenty-first century.

swot analysis tesla: Praxisleitfaden SWOT-Analyse Willy Schneider, 2024-07-15 SWOT-Analyse mit vier Bausteinen, flankiert durch Key Performance Indikatoren: (1) Stärken-Schwächen-Analyse auf Basis des Five-Forces-Modells (Benchmarking, Kundenzufriedenheitsanalyse, Lieferantenanalyse) (2) Chancen-Risiken-Analyse der Makro- (PESTEL-Analyse) und Mikro-Umwelt (3) Zusammenführen der internen und externen Perspektive in einer Key-Issue-Matrix (Schlüsselbefunde-Matrix) (4) Handlungsempfehlungen (einzuschlagende Wettbewerbs-Strategien, Change-Management, Krisenmanagement) (5) KI-basierte Case-Studies Zielgruppen: - Manager*innen, die sich einen schnellen und zugleich anwendungsorientierten Überblick über das

Nutzen- und Einsatzpotenzial der SWOT-Analyse verschaffen wollen - Studierende der Betriebswirtschaftslehre, die im Rahmen ihrer Projekt-, Seminar-, Bachelor- und Masterarbeiten eine SWOT-Analyse durchführen - Lehrende, die ihren Studierenden diesen Themenkomplex vermitteln möchten

swot analysis tesla: Infrastructure and Technology Management Tugrul U. Daim, Leong Chan, Judith Estep, 2018-01-10 This book presents emerging technology management approaches and applied cases from leading infrastructure sectors such as energy, healthcare, transportation and education. Featuring timely topics such as fracking technology, electric cars, Google's eco-friendly mobile technology and Amazon Prime Air, the volume's contributions explore the current management challenges that have resulted from the development of new technologies, and present tools, applications and frameworks that can be utilized to overcome these challenges. Emerging technologies make us rethink how our infrastructure will look in the future. Solar and wind generation, for example, have already changed the dynamics of the power sector. While they have helped to reduce the use of fossil fuels, they have created management complications due to their intermittent natures. Meanwhile, information technologies have changed how we manage healthcare, making it safer and more accessible, but not without implications for cost and administration. Autonomous cars are around the corner. On-line education is no longer a myth but still a largely unfulfilled opportunity. Digitization of car ownership is achievable thanks to emerging business models leveraging new communication technologies. The major challenge is how to evaluate the relative costs and benefits of these technologies. This book offers insights from both researchers and industry practitioners to address this challenge and anticipate the impact of new technologies on infrastructure now and in the future.

swot analysis tesla: Proceedings of the 2024 2nd International Conference on Digital Economy and Management Science (CDEMS 2024) Junfeng Liao, 2024

swot analysis tesla: EBOOK: Marketing Management Christian Homburg, Sabine Kuester, Harley Krohmer, 2012-12-16 Marketing Management: A Contemporary Perspective provides a fresh new perspective on marketing from some of the leading researchers in Europe. The book offers students and practitioners the comprehensive coverage they need to make the right decisions to create and implement highly successful marketing strategies. This exciting new edition includes updated cases and combines scholarly international research with relevant and contemporary examples from markets and brands across the world. The authors combine their experience as researchers and industry consultants to provide the conceptual and theoretical underpinning of marketing and empirical research, helping students to understand how marketing concepts can be applied and implemented. The book covers a full range of industries including business-to-customer, business-to-business, services marketing, retailing and international marketing from companies around the globe.

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fast development in the new era, 2022 2nd International Conference on Financial Management and Economic Transition to be held in August 2022. This conference takes bringing together global wisdom in scientific innovation to promote high-quality development as the theme and focuses on cutting-edge research fields including Financial Management and Economic Transition. FMET 2022 encourages the exchange of information at the forefront of research in different fields, connects the most advanced academic resources in China and the world, transforms research results into industrial solutions, and brings together talent, technology and capital to drive development. The conference sincerely invites experts, scholars, business people and other relevant personnel from universities, scientific research institutions at home and abroad to attend and exchange!

swot analysis tesla: Small Business Management Timothy S. Hatten, 2023-11-03 Small Business Management, Eighth Edition equips students with the tools to navigate important financial, legal, marketing, and managerial decisions when creating and growing a sustainable small business. Author Timothy S. Hatten provides new cases, real-world examples, and illuminating features that spotlight the diverse, innovative contributions of small business owners to the economy. Whether your students dream of launching a new venture, purchasing a franchise, managing a lifestyle business, or joining the family company, they will learn important best practices for competing in the modern business world. This title is accompanied by a complete teaching and learning package. Contact your Sage representative to request a demo. Learning Platform / Courseware Sage Vantage is an intuitive learning platform that integrates quality Sage textbook content with assignable multimedia activities and auto-graded assessments to drive student engagement and ensure accountability. Unparalleled in its ease of use and built for dynamic teaching and learning, Vantage offers customizable LMS integration and best-in-class support. It's a learning platform you, and your students, will actually love. Learn more. Assignable Video with Assessment Assignable video (available in Sage Vantage) is tied to learning objectives and curated exclusively for this text to bring concepts to life. Watch a sample video now. LMS Cartridge: Import this title's instructor resources into your school's learning management system (LMS) and save time. Don't use an LMS? You can still access all of the same online resources for this title via the password-protected Instructor Resource Site. Learn more.

swot analysis tesla: Strategies for Autonomous, Connected and Smart Mobility in the Automotive Industry. A Comparative Analysis of BMW Group and Tesla Motors Inc. Andreas Kauerhof, 2017-03-09 Master's Thesis from the year 2017 in the subject Business economics - Offline Marketing and Online Marketing, grade: 1,3, University of applied sciences, Munich, language: English, abstract: The automotive industry is facing the biggest changes in its more than 100 years of existence. At the end of this decade, the first electric vehicle is going to enter the mass market that can compete on product features, comfort and price with the internal combustion engines. People keep moving into urban areas. The requirements toward future mobility increase. Some countries already decided to prefer electric vehicles to conventional cars. Profits will shift to other markets or segments. Incumbents must align their current strategies to keep their market share in the future and participate in future profit pools of the automotive industry. BMW and Tesla have different strategic approaches to the upcoming changes in the industry. BMW, as many other OEMs, is aware of future challenges and disruptive forces and has much more resources to manage the required investments in R&D than smaller start-ups. However, disruptive forces come from lower functionality and low-cost products that are usually overlooked by dominant firms in an industry. This research analyzes the two automotive companies BMW and Tesla by using the common strategy analysis tools. First, the firms' external environment is analyzed by using the PESTEL analysis, describing relevant trends that affect the strategic decision of the two companies. An industry overview with future projections is provided. Secondly, an internal analysis is performed. SWOT analysis and the VRIO framework form the basis to define the strengths, weaknesses, unique recourses and capabilities of BMW and Tesla. The conclusion provides an overall discussion of the most important findings emerging from the analysis with regard to the business operations and the existing business models of the two car manufacturers. Furthermore, important implications for the

adaption and adjustment processes are discussed.

swot analysis tesla: *Strategic Management (color)* , 2020-08-18 Strategic Management (2020) is a 325-page open educational resource designed as an introduction to the key topics and themes of strategic management. The open textbook is intended for a senior capstone course in an undergraduate business program and suitable for a wide range of undergraduate business students including those majoring in marketing, management, business administration, accounting, finance, real estate, business information technology, and hospitality and tourism. The text presents examples of familiar companies and personalities to illustrate the different strategies used by today's firms and how they go about implementing those strategies. It includes case studies, end of section key takeaways, exercises, and links to external videos, and an end-of-book glossary. The text is ideal for courses which focus on how organizations operate at the strategic level to be successful. Students will learn how to conduct case analyses, measure organizational performance, and conduct external and internal analyses.

swot analysis tesla: *Introduction to Business* Heidi M. Neck, Christopher P. Neck, Emma L. Murray, 2023-03-21 Written by bestselling authors Heidi M. Neck, Christopher P. Neck, and Emma L. Murray, *Introduction to Business* explores the fundamental building blocks of modern business while addressing social impact, ethics, and the power of innovation throughout. Cases on startups, small businesses, and corporations will ignite student interest as they learn from today's most forward-looking organizations. Regardless of your students' career aspirations, they will develop the mindset and skillset they need to succeed in their professional journeys.

swot analysis tesla: *Small Business* Vishal K. Gupta, 2021-07-14 *Small Business: Creating Value Through Entrepreneurship* offers a balanced approach to the core concepts of starting, managing, and working in a small business. An ideal textbook for undergraduate courses in small business management and entrepreneurship, the book offers a student-friendly pedagogical framework that blends foundational research on small business with the real-world practice of business ownership. Relevant examples are provided throughout the text, bringing key concepts to life while providing a realistic view of what it takes to create a successful and sustainable small business. Organized into five streamlined sections—a small business overview, paths to small business ownership, financial and legal issues, ways to grow a small business, and discussion of the "Entrepreneur's Dilemma"—the text offers a diverse range of relatable examples drawn from both actual businesses and from depictions of entrepreneurship in popular media. Each clear and accessible chapter features discussion questions, mini-case studies, further reading lists, and color visual displays designed to enhance the learning experience and strengthen student engagement and comprehension.

swot analysis tesla: *Proceedings of the 2022 International Conference on Economics, Smart Finance and Contemporary Trade (ESFCT 2022)* Faruk Balli, Au Yong Hui Nee, Sikandar Ali Qalati, 2022-12-28 This is an open access book. As a leading role in the global megatrend of scientific innovation, China has been creating a more and more open environment for scientific innovation, increasing the depth and breadth of academic cooperation, and building a community of innovation that benefits all. Such endeavors are making new contributions to the globalization and creating a community of shared future. To adapt to this changing world and China's fast development in the new era, The 2022 International Conference on Economics, Smart Finance and Contemporary Trade to be held in July 2022. This conference takes bringing together global wisdom in scientific innovation to promote high-quality development as the theme and focuses on cutting-edge research fields including Economics, Smart Finance and Contemporary Trade. This conference aims to boost development of the Greater Bay Area, expand channels of international academic exchange in science and technology, build a sharing platform of academic resources, promote scientific innovation on the global scale, strengthen academic cooperation between China and the outside world, enhance development of new energy and materials and IT, AI, and biomedicine industries. It also aims to encourage exchange of information on frontiers of research in different areas, connect the most advanced academic resources in China and the world, turn

research results into industrial solutions, and bring together talents, technologies and capital to boost development.

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