

TESLA Motors



Team Bordeaux

SWOT Analysis

Strengths

- Electric Car Technology
 - Battery Technology delivering unmatched range
 - Reengineered from the ground up to maximize efficiency
 - No additional infrastructure for charging
- Brand Equity
 - Pioneering R&D
 - Green Technology
 - Uncompromised Luxury - "Make no Sacrifice"
 - Exclusive Clique
- Good price point for the innovation & quality delivered
- More space for the family and the camping gear

Opportunities

- TCO resilient to factors (e.g. economic/political instability, natural disasters, speculation) that lead to gas price increase
- Changing consumer behavior regarding environment and ecological sustainability
- Government Factors
 - Tax credit for buying EV cars
 - Federal Loans for R&D and manufacturing facilities
 - Subsidies for solar panels reduces TCO further by reducing cost of charging at home
- Green investment trend, investor confidence in company
- Service contracts with Toyota & Daimler signs of confidence in company & technology

Weaknesses

- First time car manufacturer
 - No manufacturing experience
 - Little prior experience in meeting automobile safety/regulatory requirements
 - Lack of established customer base, service networks, and dealerships
- Financial uncertainty
 - Surviving the product gap between Roadster and Model S
 - Sustaining current R&D spending with low product revenues
- Battery charging time, reliability, and charging locations
- Dependence on external partners for parts

Threats

- Offerings from other competitors in the electric car market
- Incremental Hybrids and other alternative fuels
- Government support will start to falter due to prevailing economic conditions
- Possible scarcity & rising cost of raw materials (i.e. lithium)
- Charging infrastructure might not catch up with EV supply & demand