

International Marketing

Table of Contents

Introduction.....	3
Background Information about the company	3
Macro-Environment Analysis	4
Porter's Five Forces	7
SWOT Analysis	10
Similarities and differences of the company in the two countries in relation to SWOT analysis	15
STP Analysis.....	16
Marketing Mix	19
Directional Development Strategy.....	23
Recommendation	25
Conclusion	27
References.....	29

Introduction

The international marketing strategy has become a significant business approach in the modern business scenario that facilitates the sales as well as the promotion of commodities in the cross-border markets (Katsikeas *et al.* 2020). It requires the consideration of the cultural dynamics as well as behavioural patterns reflected by the clients of the concerned cross-border markets. Tesla has established itself as a dominant automotive corporation in both the UK and Germany. Therefore, this report will evaluate the way Tesla has been enforcing international marketing strategies in the two distinct countries of the UK and Germany with distinguished customer behaviour and cultural dimensions.

Background Information about the company

Founder

Tesla is a globally known American automotive company founded by Ian Wright, JB Straubel, Elon Musk, Martin Eberhard and Marc Tarpenning. Currently, Elon Musk acts as the company's CEO whereas Zack Kirkhorn is Tesla's CFO (forbes.com, 2023). The company was initiated back in July 2003. The company is known for its clean energy establishments followed by the manufacturing of electric vehicles, solar panels and storage devices for stationary battery energy. With the contribution of the founders and the implemented strategies, the company has around 400 stores globally while operating around 35 locations.

Mission

The company, Tesla operates at a global level. The mission of the establishment is to accelerate or boost the transition of the world to sustainable energy due to the increasing negative influence of energy and automobiles on the environment (tesla.com, 2023). By introducing electric automobiles followed by considering eco-friendly activities, the company's mission is to enhance the quality of the environment.

Vision

The initiation of the company has been made by considering various factors. Based on this and the increasing competition in the market, the company's mission is to initiate the most compelling and effective car manufacturer in the 21st century leading a transition of the world to electric vehicles

(tesla.com, 2023). By creating this vision, the company initiates effective strategies and performs activities concerning the market conditions. However, multiple elements influence the attainment of the company's vision and mission plans.

Macro-Environment Analysis

Various factors contribute to the growth of a company which are demonstrated through the analysis of the macro-environment which is considered to be an eminent aspect of strategic management enabling the firm to identify opportunities and threats derived due to the factors. This is analysed by the usage of PESTLE analysis which is a tool utilised to portray a macro picture of the environment where the company operates (Perera, 2017). Herein, the environment of the UK market and Germany will be analysed by implementing the stated tools followed by the consideration of the Hofstede Model to underpin the social factors impacting Tesla.

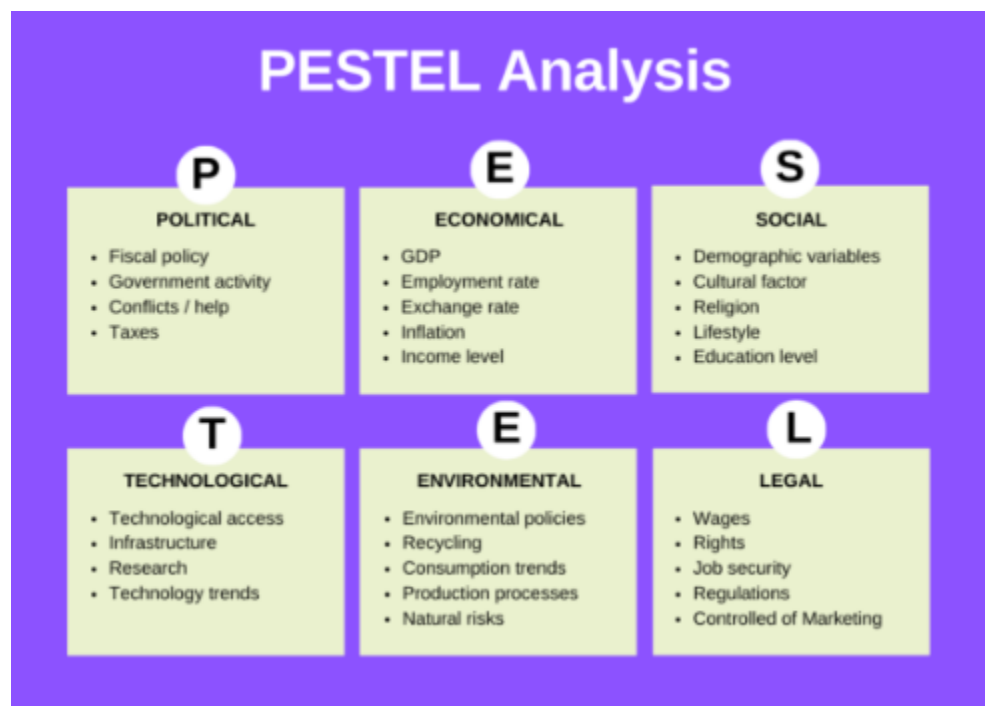


Figure 1: Components of PESTLE Analysis

(Source: Ideascale.com, 2023)

Political

UK: This country is considered to be **generally favourable** due to its political stability and the support of the government for electric vehicles followed by sustainable transportation. The government initiates policies like incentives, grants and the ban on petrol and diesel cars by the

end of 2030 are favourable for Tesla. The company is liable to pay around 25% of corporate tax (Fleetnews.co.uk, 2023).

Germany: This location is stable in terms of political factors initiating a convenient or **favourable** environment for the company. Following that, the initiation of subsidies and incentives to electric vehicle manufacturers and consumers further benefits Tesla. The total tax rate in Germany stands at 15.826% (Gtai.de, 2023).

Economical

UK: The GDP of the UK was £2.27 trillion in 2022 which had increased from £94.6 in 2021 (Statista.com, 2023). Following that, the employment rate is considerably high 75.5% for the age group 16 to 64 (parliament.uk, 2023). However, the variations in the exchange rate can impact the costs and overall production and pricing of Tesla.

Germany: With a GDP of \$3,385.09 billion in 2022 and experiencing a growth rate of 7%, the German market is favourable for Tesla (statista.com, 2023). The location experienced its lowest unemployment rate of 7.5% which is also favourable in 2023 (Tradingeconomics.com, 2023).

Social

Hofstede model helps in the analysis of different dimensions occurring in a particular country showcasing the overall culture prevailing in the society. As per Escandon-Barbosa *et al.* (2022), the major advantage of this particular model is the detailed understanding of the civilisation flowers with the country along with diversity and cultures. It plays a key role in initiating information regarding cultural obstacles that may dampen the business's expansion in international markets. However, Minkov and Kaasa, (2021) argue that the major disadvantage of the model is that it is difficult to identify the relevance of the workplace attitude within an organisation to the attitudes followed outside the workplace.

Culture: There is a rising cultural inclination towards premium and luxury commodities in the UK. This has been positively impacting the sales prospect of Tesla in the UK. In the view of Sovacool and Griffiths, (2020), German society is demonstrating a strong cultural orientation towards saving energy. Tesla has been positively leveraging this scope in introducing its electric vehicle into the market.



Figure 2: Cultural Dimension Comparison between the UK and Germany

(Source: Hofstede-insights.com, 2023)

Power Distance: Both countries, Germany and the UK have considerably low power distance scores indicating that people depend on equal power distribution.

Individualism: The score of individualism is almost equal in both countries focusing more on individual perspectives and focus less on other people's actions.

Motivation: Similarly, the index of motivation towards success is similar in the UK and Germany indicating that people are considerably highly motivated towards the attainment of desired goals.

Uncertainty Avoidance: As for this dimension, the low score of the UK indicates its flexibility and ability to cope with uncertain market circumstances whereas Germany's high score reflects its rigidity and potential to change.

Long-term Orientation: In this dimension as well, Germany and the UK showcase an almost similar score indicating the dependency of the people more on long-term goals.

Indulgence: The score of Indulgence is high in the case of the UK compared to Germany showcasing its increased inclination towards individual thoughts and views.

Technological

UK: This country has charging infrastructure followed by its continuous development of the same which is effective for Tesla's success. The UK's investment in technological development enables Tesla to undertake cutting-edge technology (Forbes.com, 2021).

Germany: Although Germany is recognised for its innovation in the automotive industry, it faces major competition which negatively affects Tesla. Comparitively, the charging structure is less in Germany.

Legal

UK: The tariffs, legal regulations of trade and custom has the potential to impact Tesla's operations.

Germany: This country is highly stringent regarding the regulations for safety and carbon emissions. Along with that, the country imposes customs duties and tariffs.

Environmental

UK: The environmental regulations of the UK are considerably high which can negatively influence Tesla's performance (Gov.uk, 2023).

Germany: It has strict standards for carbon emissions followed by Germany's commitment to green and sustainable initiatives.

Advantage and Disadvantage

According to the opinion of Leonavičienė and Burinskienė *et al.* (2022), Hofstede's cultural dimension helps the companies in understanding the cultural landscape that plays a crucial role in cross-border business operations and internationalisation. However the major limitation of this cultural dimension is the fact that it focuses on broad cultural orientations and does not take into consideration the cultural behaviour of the ethnic communities in a country.

Similarities and Differences between the countries considering PESTLE Analysis

The major similarity between the two countries is the growing political stability in addition to the increasing investment in technological development which is favourable for Tesla. Additionally, cultural dimensions like power distance and individualism are almost similar. However, the legal environment of Germany is very strict followed by the limited availability of charging infrastructure in Germany as compared to the UK.

Porter's Five Forces

The stability of a business in a given market is highly influenced by the level of competition prevailing in the market. The framework of Porter's Five Forces is a tool that enables the analysis of the operating environment of a business (Goyal, 2020). It explicitly evolves around five forces

that underpin the intensity of competition and the attractiveness of the sector in terms of profit generation.

Factors	UK	Germany
Competition in the industry	High	Moderate to High
New Entrants	Low	Low
Supplier's Power to bargain	Moderate to High	Moderate
Customer's Power to bargain	Moderate	Moderate
Threats of Substitution	Moderate	Moderate



Figure 3: Porter's Model of Five Forces

(Source: Edrawmind, 2022)

Explanation of the forces

Competitiveness: It is the foremost force that indicates the number of competitors operating in the industry and their capability to effect the concerned company. The higher the number of similar businesses, the lower the company's dominance in the market (Bruijl, 2018). Following the table,

it can be seen that the competition of Tesla in the UK market is considerably high indicating that the company faces competitive threats due to the presence of highly similar businesses like BMW, Nissan, Volkswagen and so on. Similarly, this force has been identified to be moderate to high in Germany which reflects that the power of Tesla is considerably low in the industry due to the presence of competitors like Stellantis, BMW and Volkswagen.

Threats of new entrants: As per Baburaj and Narayanan (2016), the power of a company is influenced by the force of new business entrants into the industry. In the case of the UK market, the threat of new entrants is low to moderate because the automotive industry in the UK has high barriers to entry as significant investment is needed for the purpose of manufacturing unit, research and development unit and brand establishment. Similarly, the dominance of this force is low in Germany as well due to the low potential of new businesses coming into the automotive industry.

Suppliers' Bargaining Power: The next force defines the power of suppliers that have the potential to impact the input costs of the company. It is influenced by the number of suppliers providing major inputs required by the businesses along with the uniqueness of these materials in addition to the cost to switch from one supplier to another (Adelakun, 2020). Considering the UK market, the power of suppliers in the automotive industry is moderate to high. This is due to the dependency of multiple suppliers for its input materials such as batteries and tools. As the condition of the German automotive industry is similar due to the presence of multiple material suppliers, the power of suppliers is low.

Customers Bargaining Power: This force indicates the Customers have dominance over the pricing strategy of the company. The presence of the number of customers or buyers of the products and services of the company influences their power to bargain (Chang *et al.* 2022). The customers in the UK and Germany have moderate power to decline the prices of the automobile products. This is because the buyers in the stated locations are large in number. However, the brand image of Tesla followed by technological innovation are some factors that encourage customers to opt for the brand's products over other brands.

Threats from Substitution: The last force in this particular framework indicates the power of substitution. This reflects on products and services that are similar to the offerings of the company and can be substituted. The closer the substitutes, the more undesired situations for the company. Both countries, that is, the UK and Germany face moderate force from this factor as traditional engine vehicles are being transformed into electric vehicles. Additionally, the increasing shift to

eco-friendly products is further impacting the number of substitute products relating to the products of Tesla (Han, 2021).

Similarities and Differences

Considering the above discussion, it can be said that the predominant similarity between the five forces of this concerned framework of Porter is that the number of suppliers of the required materials is somewhat similar in addition to the lower switching costs from one supplier to another. This minimises the power of suppliers on Tesla. Following that, the threat to the entrants of new businesses is also low in both countries due to the high cost of infrastructure and considerably higher investment in the R&D department. Contradicting that, the income of the UK consumers is more as compared to the consumers in Germany. Although customers in both countries face lower bargaining power, UK customers are more prone to opt for Tesla's products than Germany.

SWOT Analysis

The aforementioned term is a tool that enables the presentation of a detailed analysis covering the major strengths of a company or a location followed by the experienced weaknesses, potential opportunities and threats that have the dominance to impact the business's outcomes (Benzaghta *et al.* 2021).

	UK	Germany
Strength	• The motor vehicle manufacturers contributed around £13.3 billion to the UK economy with 0.6% of total UK output. • Around 920,000 electric cars had been sold in the UK by October 2023 followed by the registration of 15.6% for new electric vehicles (Statista.com, 2023).	• The automotive industry in Germany showcased the contribution of €410.9 billion in total revenue in 2021 in total GDP. • Following that, in 2022 the concerned industry experienced around €153.7 billion in domestic sales which enhanced from 136.9 from the previous year (Statista.com, 2023).

Weakness	• The challenges related to the supply chain have a drastic influence on the performance of Tesla in the UK which dampens the pricing strategies and operational capabilities. • The premium pricing of the company, Tesla limits its market reach (Bbc.com, 2023).	The dependency on imports of Tesla is its major weakness in Germany which disrupts its activities and sales by impacting its costs. Similarly, the competition in Germany is intensive in the automotive industry minimising the profit generation abilities of the firm.
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Opportunities	• The increasing demand for electric cars and automobiles provides multiple opportunities for growth in the UK. • The expanding infrastructure such as investment in electric charging stands and product diversification provides growth expansion to Tesla.	• Similarly, the government of Germany is also increasingly investing in the expansion of electric automobiles in addition to the increasingly developing technological tools. • The opportunity to collaborate and partner with eco-friendly brands and automobile companies is wide in Germany enabling Tesco to expand more in the market and gain a competitive advantage in the sector (Bbc.com, 2019).
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Threats	● As for threats, the UK automobile industry is highly competitive resulting in a decrease in the company's market share and lower profitability ● Following that, the variations in the regularity compliances followed by the variations in incentives or subsidies further impose threats on the company's competitiveness in the concerned industry (Economist.com, 2023).	● Similarly, the continuous disruptions in the supply chain of Germany due to various geopolitical factors and global events lead to a negative impact on the delivery abilities and production capabilities of Tesla in Germany. ● Furthermore, economic downturns in Germany followed by economic uncertainties influence Tesla's effectiveness in the industry in addition to the spending of consumers on Tesla's premium products.
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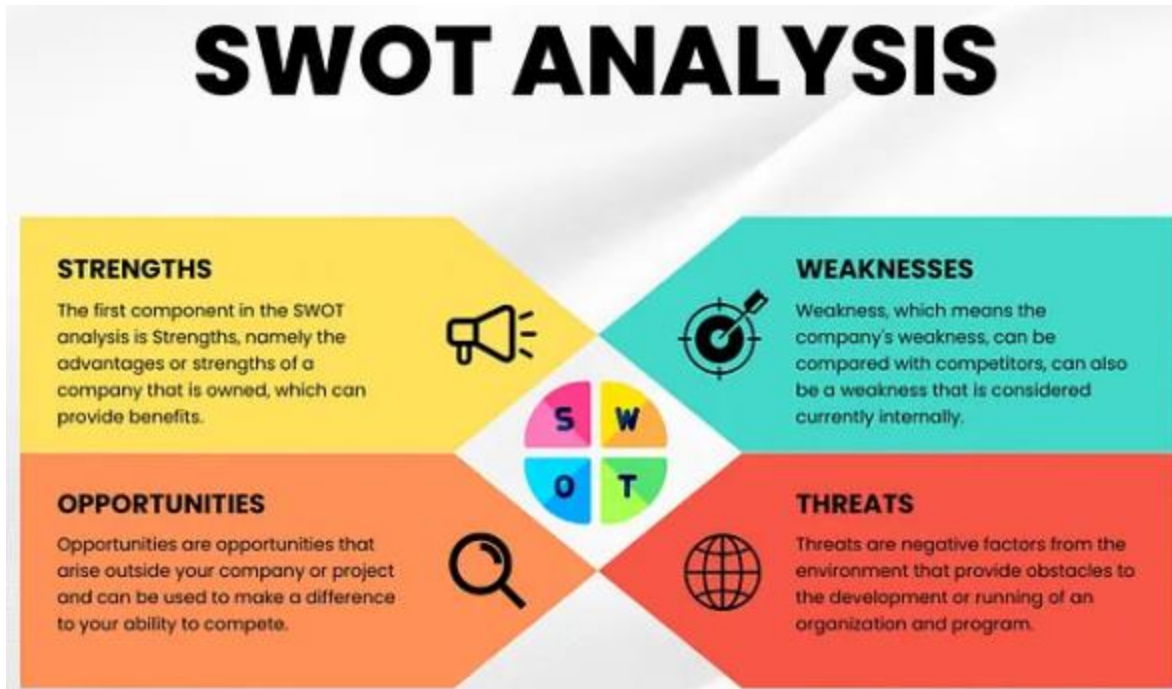


Figure 4: SWOT Analysis

(Source: Medium, 2022)

Similarities and differences of the company in the two countries in relation to SWOT analysis

It has been observed from this analysis that the key weakness of the reputed automobile corporation, Tesla, has been similar in the case of the UK and Germany. The evaluation has identified that the company faces supply chain issues in the UK while in the case of Germany, the business operation of Tesla depends on imports that are impacted by the import cost which also influence the sales. It has been observed that the accelerating demand for electric vehicles in the UK has been providing a promising business prospect for Tesla in the country. However, in the case of Germany, it has been identified that the government investment in increasing electric vehicles accompanied by the focus on technological tools has positive business scope for Tesla in the country.

STP Analysis

Definition

Segmentation, targeting as well as positioning (STP) a crucial business process that facilitates the international marketing approaches of concerned organisations to categorise their focused market into distinct segments. In the view of Khandelwal *et al.* (2020), STP involves the identification of the precise groups of clients to target through marketing strategies which reflect the potential of generating higher profit. The positioning approach involves the strategy of making the products and commodities distinguishable from its competitors in front of the target customers. The entire process of STP is therefore associated with the communication of the utility as well as the benefits of the commodities and services offered to the specific customer segments.

Similarities and Differences

Market segmentation strategy

In the view of Yahdiyani *et al.* (2023), Tesla specifically focuses on demographic, psychographic as well as behavioural segmentation. The automobile industry of both Germany as well as the UK is diverse due to the presence of multiple automotive brands and emerging companies in the sector. However, as per Rausch-Phan and Siegfried, (2022), the German clients demonstrate a strong preference for sustainable and eco-friendly products. Therefore, Tesla's marketing strategy for Germany demonstrates a strong integration of psychographics as well as behavioural segmentation. The approach of segmentation enforced by Tesla takes a noticeable turn in the case of the UK's automotive market. As opined by Giampieri *et al.* (2019), the automotive industry of the UK demonstrates the influence of demographic aspects, psychographic tendencies as well as behaviours of the potential clients. Therefore, in the case of the UK's automotive sector, the American electronic vehicle manufacturing company makes use of demographic, behavioural as well as psychographic market segmentation.

Targeting strategy of Tesla

According to the opinion of Ding and He, (2022), Tesla generally targets clients demonstrating strong potential of purchasing its automotive products and generating profit for the corporation. However, the strategy of targeting the clients differs in the case of Germany as well as in the UK. As per Carmichael *et al.* (2021), the purchasing decisions of British clients are determined by price, product quality as well as the utility of the commodity in projecting the personality and enhancing the status of the customers in the market. Therefore, Tesla's marketing strategy in the

UK targets the client based on demographic aspects including gender, age, income, location and many more. Similarly, it also addresses the psychographic needs of British clients involving value, personality as well as lifestyle while demonstrating a strong focus on the behavioural tendencies of the clients. In the view of Schwabe (2020), the German automotive industry is diverse and the clients generally demonstrate a strong preference for quality commodities which are eco-friendly and sustainable. Thus Tesla targets the psychographic as well as behavioural patterns reflected by the prospective customers in Germany. This involves the curation of the marketing strategy to cater to the sustainable lifestyle of the clients in the German automobile market. This might be inferred from the fact that Tesla is intending to manufacture and launch affordable electric vehicles for the German market to expand its dominance by roping in more clients (reuters.com, 2023).

Positioning strategy of Tesla

Tesla makes use of a distinct positioning strategy to establish itself in the competitive automobile industry. It is noticed that the American electric vehicle manufacturing enterprise generally makes use of two precise positioning approaches including anticipatory as well as mono-segment positioning. The dominance of Tesla is considerably less in Germany than that of its key markets including the USA as well as the UK due to the presence of established automobile brands in the sector and brand loyalty. Therefore, it has been observed that Tesla utilises anticipatory positioning for Germany. However, it has been observed that in the UK, the company leader-based positioning. As per the opinion of Saxena and Vibhandik, (2021), the positioning strategy of Tesla for the UK has been demonstrating its intention to become a leading electric vehicle manufacturing company in the market.

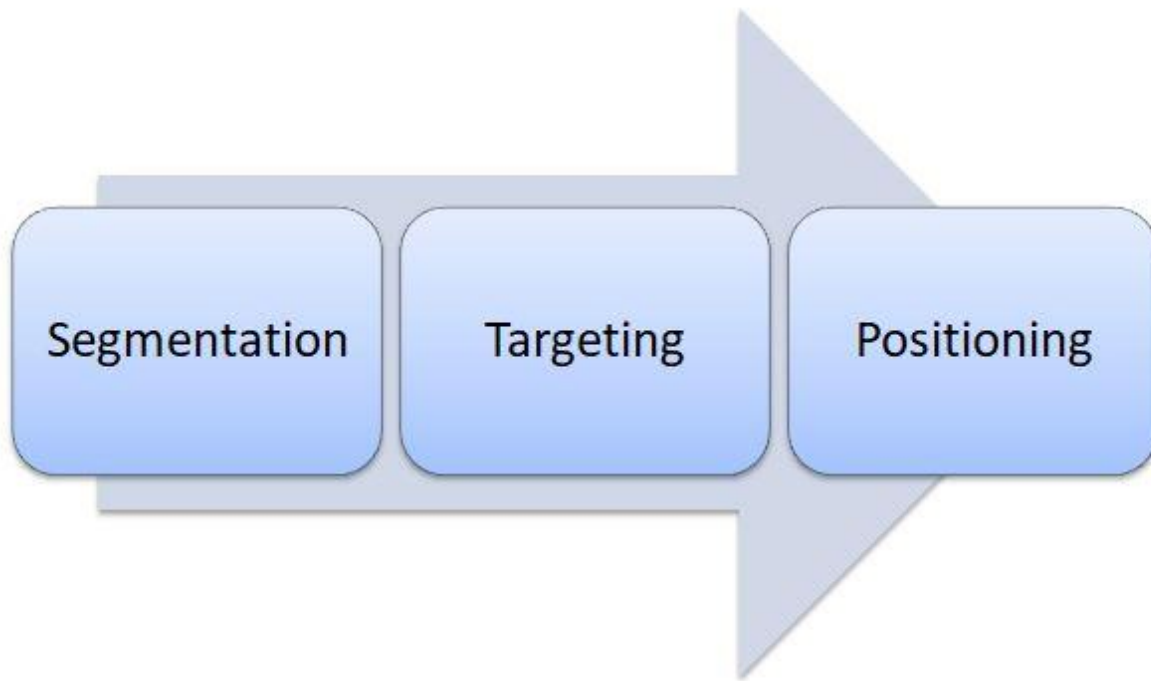


Figure 5: Segmentation, Targeting and positioning

[Source: research-methodology, 2023]

Perceptual Map

Company	Quality	Price
Tesla	High quality	High price
Nissan	High quality	Low price
Volkswagen	Low quality	High price
Ford	Low quality	Low price

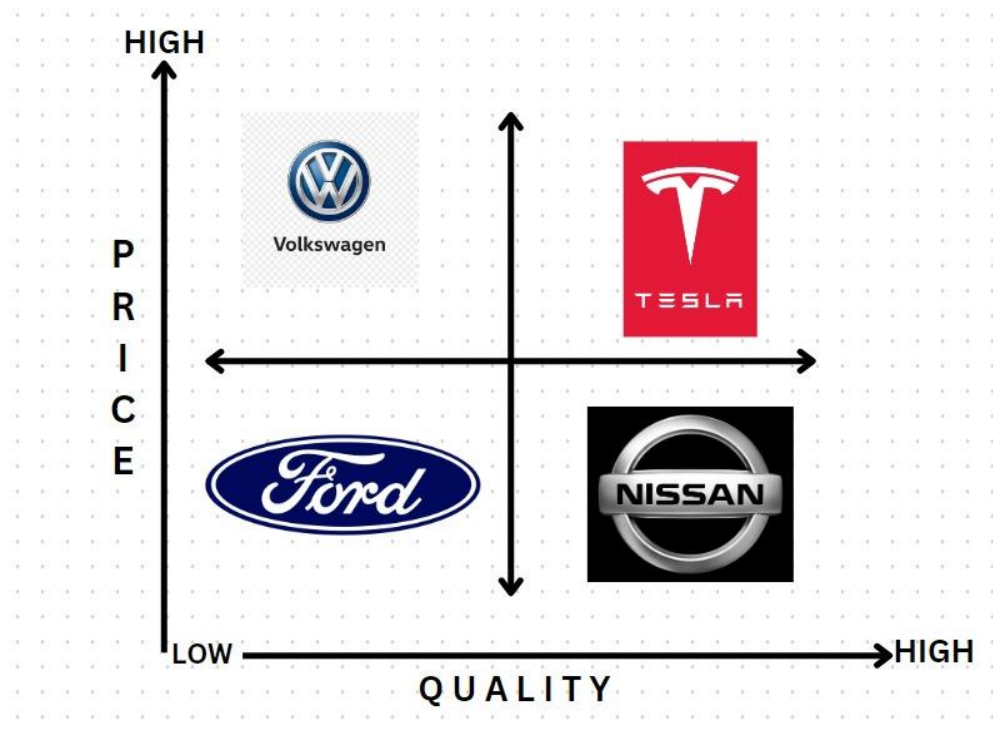


Figure 6: Perceptual Map

[Source: self-constructed]

Marketing Mix

Price: Tesla makes use of a premium pricing strategy for selling its electric vehicles to customers in the UK (Zhou, 2023). However, in the case of the German automotive sector, the brand enforces a competitive pricing approach thereby demonstrating an intention to customise prices to cater to the needs of German clients.

Product: The range of products offered by Tesla in the UK as well as in Germany remains similar. However, it has been observed that the American electric vehicle manufacturing enterprise would be manufacturing a collection of affordable electric vehicles in the respective market (reuters.com, 2023). This strategy reflects the intention of the company to expand its market share in the German automobile sector.

Model 3

Model 3 Rear-Wheel Drive
2,123 mile odometer
Available for Pick Up

£40,845 ~~£42,935~~ ⓘ

Demo Vehicle



305mi
Range (WLTP)

140mph
Top Speed

5.8s
0-60 mph

Pearl White Paint

18" Aero Wheels

All Black Partial Premium Interior

ⓘ Autopilot

📶 30-Day Premium Connectivity Trial

Figure 7: Tesla Model 3 in the UK

[Source: tesla.com, 2023]

Model 3

Model 3 rear wheel drive
Mileage 13 km
On the way - coming soon

€45,500 ~~€45,670~~ ⓘ

Demonstration car



Energy consumption: 13.2 kWh/100km. CO₂ emissions in the combined test cycle: 0. CO₂ efficiency class: A+. [Further information](#)

513km Range (WLTP)	201km/h Maximum speed	6.1sec. 0-100 km/h
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Pearl White paint

19-inch Nova rims

Premium black interior

ⓘ Autopilot

📶 30 day premium connectivity trial period

Figure 8: Tesla Model 3 in Germany

[Source: tesla, 2023]

Promotion: Tesla’s promotional strategy has been playing a dominant role in stimulating the market share of the company in cross-border markets. It has been observed that Tesla has been implementing a range of tactics including offers, discounts, free charging facilities as well as other assistance in the UK market to spark the interest of the British customers (tesla.com, 2023). However, in the case of the target clients in the German automobile market, the company has been highlighting the sustainability and durability of the products (Kinkead and Baron, 2023). The company has been making use of both digital and print media to advertise and promote its products in Germany as well as in the UK.

Process: It has been observed that the business operations of the automobile company in the UK have been facilitating it to increase its focus on customer services. However, it has been noticed

that in the case of its business process in Germany, Tesla has been making use of automation that has been catering to the needs of the clients (tesla.com, 2023).

People: Tesla has been recruiting and upskilling its qualified and competent workforce that has been contributing to the promising business operations in both Germany as well as the UK.

Physical evidence: In the UK as well as in Germany, the stores of Tesla are decorated to demonstrate the company's logo, and layout design as well as the exhibition of the distinct models of vehicles the corporation offers in the market.

Place: Exportation is the business process that involves the production of a commodity in one country while selling it in cross-border markets. Tesla has been making use of this precise strategy to export its collection of electric vehicles in the automobile sector of the UK. In the initial stages, Tesla used a similar approach in Germany, however, the corporation later established a gigafactory in the country that has been facilitating the manufacturing and distribution of electric vehicles not only in Germany but also throughout Europe.

Factors influencing market entry channel

Tesla has made use of an export strategy to enter the markets of Germany as well as the UK. However, market entry mode depends on a variety of external as well as internal factors (Shen *et al.* 2017). The external business environment in the UK and Germany including promising political, economic, social, technological, legal and economic factors accompanied by strong conviction of the strengths as well as weaknesses of the automobile company has influenced Tesla's decision to use the exportation approach.

Advantages and disadvantages of exportation

Exporting products facilitates a company like Tesla in accelerating its market share in the global business landscape. It also helps in expanding the business to cross-border markets and in gaining higher profit. However, the process of exporting commodities or services might often be affected by supply chain disruption, geopolitical turmoils as well as trade complexities (wise.com, 2022).



Figure 9: 7Ps of Marketing Mix

[Source: 280group, 2021]

Directional Development Strategy

The directional development strategy refers to the approach of enhancing the strategic growth of the corporation (smallbusiness.chron.com, 2021). This process involves the integration of precise business conviction accompanied by the articulation as well as the implementation of strategic approaches in the market. The precise actualisation of this directional development strategy demands the utilisation of resources and capabilities towards identifying future business opportunities and manoeuvring the business towards accomplishing the business goals. It is observed that directional development strategy helps in identifying the specific growth strategy which the companies utilise to enhance the revenue as well as the profitability of the business. The successful enforcement of growth approaches also helps in expanding the concerned enterprise to distinct cross border markets.

The UK

Market development: Tesla might consider initiating a market development strategy that would focus on different client segments for the UK's automobile market. Focusing on different market

segments increases the profitability of the company. Therefore it would not only enhance the profitability of Tesla in the UK but would also increase its sales.

Product development: According to the opinion of Cooper, (2019), the development of new products facilitates the purchasing decisions of clients while accelerating the scope of securing increased revenue. Therefore, for the UK's automobile sector, Tesla might consider investing in R&D to bring exclusive vehicles for the UK's clients.

Market penetration: The market penetration strategy involves the sale of products in the markets where the respective company is currently operating. Thus, for the automobile industry of the UK, Tesla must invest and optimise the marketing approaches while accelerating and streamlining the distribution capabilities and process.

Diversification: The enforcement of a diversification strategy increases the possibility of acquiring revenue from distinct channels and methods (Abdullaeva *et al.* 2021). Therefore, the American automobile manufacturing corporation, Tesla, might consider enforcing related diversification for the UK's market.

Germany

Market development: The development of new markets increases the scope of the concerned business organisation to expand its market share as well as profit-earning potential. As per the opinion of Loredana (2016), market development increases exposure for any organisations. Tesla might consider using this approach to expand the business in the domestic and foreign markets by leveraging the capabilities of its gigafactory in Germany.

Product development: In the view of Koks and Kilika (2016), product development is associated with the introduction of new commodities in the market. Therefore, for the German automobile industry, Tesla might consider increasing its focus and investment in R&D and recruiting qualified professionals to facilitate the development of new commodities.

Market penetration: According to the statement of Tsatsoula (2018), the market penetration approach refers to the process of selling more commodities in the existing markets of the respective company. The reputed American automobile manufacturing corporation must therefore strategy by utilising distinct tactics. The business might lower the prices of the vehicles or acquire rival corporations in the case of its German market to attract more customers while reducing the competition in the market which would impact the sales and profit aspirations of the brand.

Diversification: As per the statement of Sohl *et al.* (2020), diversification is a crucial business strategy that plays a key role in increasing the sales of the company while influencing the purchasing decisions of the customers of the concerned business. Therefore, Tesla might consider adopting both related diversification as well as unrelated diversification methods for the German market. Related diversification would help the company in introducing new types of vehicles in the German automobile market. It might also enforce unrelated diversification to offer completely new ranges of commodities for the target customers of the American electric car manufacturing company, Tesla, in the German automotive industry.

Recommendation

The UK

Tesla has been demonstrating its marketing expertise by consistently growing the business in the competitive automobile industry of the UK. However, the promising startup landscape of the country demands the company to improve its business before facing a risk from emerging corporations in the market. As per the opinion of Olson *et al.* (2021), digital marketing has become one of the crucial business approaches in the modern business scenario that facilitates increasing customer engagement while expanding its brand image. In addition to that, social media is used by 57.1 million individuals in the UK (statista.com, 2023). Thus, Tesla might leverage this opportunity to invest and articulate a precise digital as well as social media marketing approach to address a large group of target clients in a short time. It would not only increase the brand awareness of the automobile corporation but the company might also use social media marketing approaches to stimulate the purchasing decisions of the clients thereby accelerating its revenue.

Germany

Tesla has been gradually increasing its market share in the fiercely competitive German automobile market in the presence of other reputed automobile brands. However, compared to its focus on distribution as well as logistics in the country, the renowned American electric car manufacturing enterprise must also invest in providing high quality customer experience to the clients. In the view of Pei *et al.* (2020), ensuring the provision of a positive experience to the clients facilities increases the satisfaction of the customers. According to the opinion of Balinado *et al.* (2021), increased customer satisfaction plays a crucial role in accelerating the sales of the company. Therefore, Tesla must recruit the top talents of the German labour market and train the

staff to provide the customers with high-quality services that would increase the experience of the clients at distinct touchpoints with the company.

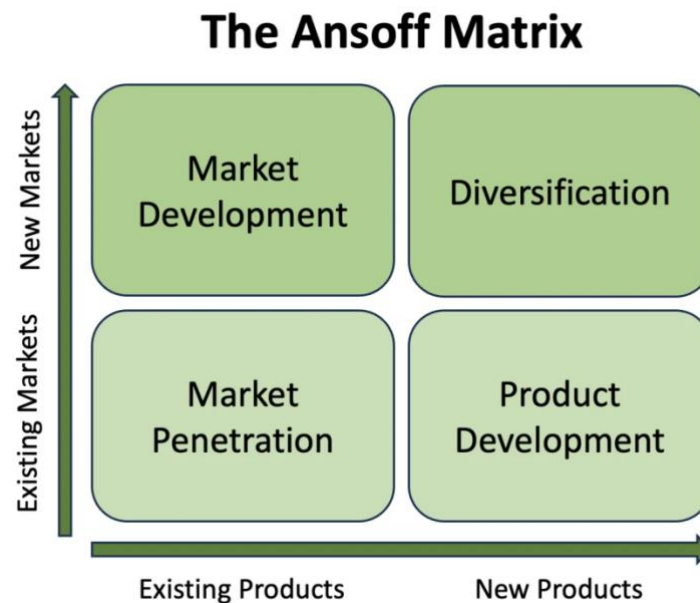


Figure 10: Ansoff Matrix

[Source: matthopkins, 2023]

TOWS matrix

According to the opinion of Pasaribu *et al.* (2023), the TOWS matrix is a crucial business tool that facilitates identifying the precise strategic or operational aspect that needs improvement. In the case of the UK, Tesla might consider leveraging the promising sales performance of electric cars to introduce a new collection of EVs in the market considering the growing demand for such products. It might also diversify its post-sales services to utilise the market demand while gaining a competitive edge in the competitive business scenario in the UK. Similarly, in Germany, Tesla might make use of the strong performance of the automotive sector as well as the support of the government in offering EVs made in the country which would reduce the supply chain expenditures. In addition to that, the corporation might consider leveraging the strong domestic sales of the automotive industry to add new features to the existing collection. Thus it would make the cars exclusive and enhance the product quality which would facilitate in mitigating the impact of competition on Tesla. The company might also consider seeking legal assistance from established law firms in the UK to facilitate the corporation in dealing with compliance and

regulatory obligations. The diversification of income and enforcement of a precise pricing strategy in Germany would help Tesla in bypassing the impact of geopolitical turmoil on the purchasing behaviour of the clients.



Figure 11: TOWS Matrix

[Source: tradebrains, 2023]

Conclusion

This report has analysed the marketing approach of the reputed automobile corporation, Tesla, in two distinct markets Germany as well as in the UK. The study has made use of a PESTLE analysis to conduct a macro-environmental evaluation while examining the cultural differences between German as well as the UK's automobile sector. The study has also included Porter's Five Forces as well as a SWOT analysis to identify the profitability of the industry while assessing the strength of Tesla. Additionally, the report has also discussed the segmentation, targeting and positioning strategy as well as the marketing mix of Tesla in the UK and Germany. Furthermore, the study has

integrated an Ansoff Matrix to identify directional development approaches for Tesla in Germany and the UK while projecting recommendations for marketing operations in these two countries.

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