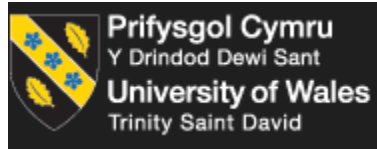


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1 Abstract:

In this report is about we are analyzing tesla organization in and out, we are done internal and external analysis, in internal analysis and external analysis the SWOT analysis, PESTLE analysis, Value chain analysis were used, from value chain analysis it is found that in UK they are having the branch office for the sales and the cars imported from the China, there is some problem is construction of giga factories in UK, in UK they are having storage for cars, tesla needs to be install more recharge point, because if the people are using the tesla for long journey if they didn't find any recharge point it may result disappointment, but the tesla car eco-friendly to environment and all other manufacture are trying to build zero-emission vehicle, in the future tesla will have more competitors and in tesla marketing strategy, they are utilizing the digital marketing and most of the sales are in online in that way the tesla has dual profit like using their website also makes profit for the for tesla and buying of the car also makes profit, in marketing strategy there is no drawbacks found in tesla but they are need to aware of new entrants to the market, using mandelows stakeholder analysis it is found that the shareholder having more

power and interest and employee has low power and low interest they might can move to high interest and high power so the employees needs to be respected. Tesla having more opportunities is other field also it might be helpful to improve the organization to another level, and most of the people are thinking the tesla cars are more cost so the tesla need to consider and manufacture the low budget and high quality cars were all the peoples can afford to buy and tesla manufactured “tesla model 3” were the poor people can buy the car and fulfill the dream. Some recommendation to improve their performance like using AMO model can improve the performance of the company and using digital technology is added advantage to tesla because world is adapting to digital technology, in that way it has already succeeded

While tesla is growing organization they might need the skilled workers, for recruiting the skilled workers there is some suggestion that, tesla can target the college student, tesla can offer the course and internship for the student which will improve the student knowledge and they can able to hire skilled labor, it will also promotes brand name it's also some kind of the marketing strategy that tesla can follow.

Overall suggestion is that tesla need to aware of the new entrants to market, they are having lots of opportunities in the present and future, and they need to maintain equality and respect for the employees, so that it will boost the organization to another level, they need to manufacture cars were poor peoples can be afford to buy and the need to improve in customer service

2 INTRODUCTION

this report is about, analyzing the tesla organization's strategy and implementation of the new strategy management or improve the existing strategy by considering internal and external factor and analyzing using some theories like value chain analysis, SWOT analysis, PESTLE analysis, AMO model, CSR, stake holder analysis, Ansoff matrix and techniques to improve organization performance.

Tesla organization is started in US, and they have their manufacturing industry in the five countries but in the United Kingdom they have only the branch office and they import the tesla cars from mostly China and US.

2.1 STRATEGY MANAGEMENT

It is defined as the process of planning or analyzing and implementing the new change in the organization to improve the performance of the company. The analysis should be done internally and externally to implement the latest changes. Mostly the new strategy will be needed in the case of non-profit, because if there is no profit in running the organization then there is a problem within the organization or may be external.

2.2 The automobile industry in the UK

In the UK they are more conscious about the pollution, and they are following the strict rules and they have ULEZ (Ultra Low Emissions Zone).

In automobile industry, they have many regulations, they need to follow some regulation as it involves the growth of the nation, because in all over the world peoples are using the cars and they wanted the sophisticated life but some of them not aware about the pollution(GHG – Green House Gas) because in the increase in the greenhouse gases will cause the environmental changes and increase in the temperature, for that the government are bringing the changes to improve their nation and reduce the pollution at the same time, for that they are introducing the new technology like ICE (Internal Combustion Engine) and EV(Electric Vehicle). (Meckling J, 2019)

3 Internal analysis of tesla

In the normal car manufacturing industry, there will be production, research, raw materials processing, assembling, testing, marketing, and transportation, sectors will be available. All of the sectors should operate on a synchronized operation to make a successful product. For Tesla, it is a multinational organization and tesla is famous for their Electric vehicle, they have done much research and have faced many failures to become successful. This internal analysis will find out problems in the tesla or provide a suggestion to improve further.

3.1 Value chain analysis

This model was used to analyze and evaluating the organization (internal evaluation) to understand the structure of the organization and steps to improve the organization usually it has their steps that are (1) Identify the main functions and types of firms in the value chain; (2) Analyze structural connections; and (3) Analyze dynamics.

3.1.1 Literature review:

This value chain analysis is used in the social enterprises at the base of the pyramid system the author did this research because in the world some of the people were not having the right financial status to survive in the world this values chain is used to analyze the complexity or difficulties faced by the social enterprises, and to help consumer and co-producer, so author developed the affordability–accessibility framework by using the value chain analyses to have some expected result in the social enterprise sector. (R & N., 2019.)

According to Yunyang Wang, they analyzed the TESLA and did the research to find out the vulnerabilities of the TESLA and at Lastly, the author found that tesla has a very poor inventory, and marketing strategy as far this research was done in China, China also has an emerging electric vehicle organization while comparing to that organization it has poor strategy maybe it may vary according to the nation because all people are not same all the consumer will not have the same expectation each may vary, the author particularly tells that inventory of the tesla is poor because they lack in lithium to produce the expected Electric vehicles. (Y, et al., 2021)

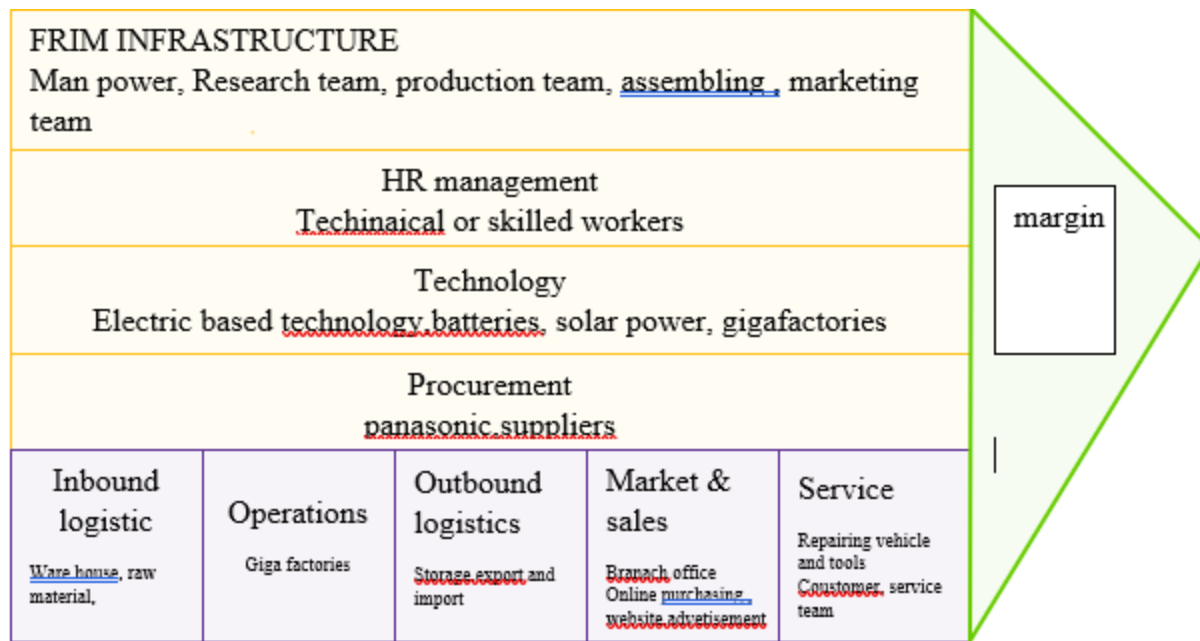
Giménez proposed a five-year strategic plan for tesla to improve its strategy and performance, the author did some research in external and internal, for internal analysis they used PVCA (porters Value Chain Analysis) he found some ideas and suggestions for tesla that, it can increase product and service cost by minimizing the associated cost and the author introduce the smart plan as it comprises of the SWOT, PESTLE, and PVCA, according to author this tool will help

the tesla to find out the pros and cons and needs of the customer they expect good performance in the future. (Giménez, 2022)

Tesla is a kind of unique manufacturer which are focusing on the EV (Electric Vehicle) and renewable energy so they proposed some recommendations to tesla by using the power five forces model and suggested that tesla can form alliances with other companies which will reduce the cost and trouble because if we are going to start some organization in other nation we will have to follow their regulations and threat from the business aspect will high for that if the tesla has a partnership with other organization it will help them to grow and as well as reduce the some trouble's, the author found that tesla has high scope in the future because they are maintaining their goal and working for that goal. (C., 2019)

Even though the automobile industry is saturated, even though the car manufacture is saturated, but tesla is rising in the automobile industry, according to the author tesla becoming successful because they are doing the correct implementation of the strategy by analyzing the internal and external environment. According to the author, suggest that if tesla implements the cost leadership strategy then it will damn sure the tesla will improve its performance because if they implement that strategy, then tesla vehicle can be used by the public people and vehicle sales will increase and it will reduce the pollution to the environment. (Bredenfeld, 2020)

3.2 Value chain analysis for TESLA



3.2.1 Primary sector:

It involves the infrastructure of the organization, Human Resource management, Technology, procurement, as for tesla it has good infrastructure and good team, but the drawback is in UK there is no availability of the manufacturing sector, and we have a smaller number of the recharge station.

3.2.2 Secondary sector:

It includes the inbound logistics, operation, outbound logistics, market & sales, service, as far now in the UK the tesla car imported from the China or America, in UK they have their branch office and store house and service station are less comparing to the United states, in UK there is no gigafacoteis are there they might planned to open manufacturing industries in UK and there is some disadvantage in that because, for manufacturing industry they might need the raw material, if they open manufacturing sector in the UK they have trouble in getting raw material and need to construct the power factories which will cost more, as tesla is manufacturing the Electric Vehicle they have high scopes for the Electric vehicle but the purchasing of vehicles is less compared to other car and the serving the electric vehicle is little bit different from the other vehicle and their servicing station availability is less while comparing to China and US.

4 External analysis of tesla

4.1 PESTLE analysis for tesla

4.1.1 Political:

Tesla is not under the political influence but they do need support from the government to go for the another level, which means now they are private organization if they got tie-up from the government in other country which will rise the TESLA to another level and the government also wants their country to free from the pollution and it will be benefit for the people also.

4.1.2 Economic:

Tesla economic level is good they do have support from government, but the product price is too high for middle class family and poor family, they can bring out some new inventions that will help the poor people to buy Electric vehicle and which will result in the profit for the organization and the helps to develop the country.

4.1.3 Social

As people are well aware of the technology and brand, if people are thinking about Electric vehicle, tesla only comes into mind, it means that people all know about tesla brand but as well some of the people thought that tesla car is very expensive, they need to overcome this problem.

4.1.4 Technology:

Tesla technology is unique and efficient, while comparing to the other organization. Tesla doing the research to overcome the energy problems, and in the future, it may have top spot in terms of technology and energy.

4.1.5 Environment:

Tesla is very cautious about environmental protection, their vehicle produces zero emission, but it has some disadvantage that the lithium used for battery may be hazardous to health, but the availability of the lithium is somewhat low, and the batteries used in the vehicle reduce its efficiency daily usage

4.2 SWOT analysis

It will help to identify the strength, weakness, opportunities and threat, it provides the clear idea to overcome the problem and it helps to promote the marketing strategy and promotes the brand name. this SWOT analysis is mostly used tool to do the external analysis

4.3 SWOT for Tesla:

4.3.1 STRENGTH: HIGH

Tesla is good organization and it's known for electric vehicle manufacturing, more over the in the brand name is known by most of the people in the world as the brand name is popular, we don't want to put more effort to create the awareness about the product. In the aspect of the technology, tesla is far more than other competitor, tesla strength is, their product is eco-friendly and their views and technology for the future.

4.3.2 Weakness: low

Tesla has no flaws in their technology, but they do have many trials and research to overcome the barriers, Tesla organization has some weakness, which is cost of the product, efficiency. as for the product cost concern they are doing the research to introduce the product where all the consumers were afforded to buy the product. In the efficiency terms, the battery becomes weaker when using it every day.

4.3.3 Opportunities: HIGH

Tesla has opportunities high because their product won't go down and product are manufactured by concerning the future aspects. Tesla has the wide range of opportunities like they can manufacture the electric gadgets and they can manufacture public transport other than cars. Things can change from generation to generation and Tesla has high scope in the future.

4.3.4 Threat; HIGH

There are more competitors to tesla, tesla need to overcome from their product, tesla is famous for the electric vehicle, but the competitors also can be able to manufacture the electric vehicle and hybrid vehicle, so the Tesla need to be aware of the existing market and upcoming market

4.4 Suggestion from SWOT for Tesla

- Tesla need aware of the competitors
- Find another source of the energy other than battery because if the lithium level low they can't be able to manufacture the product
- They can manufacture the public vehicle for the people.
- The product cost needs to check and find ways to improve quality with reducing the cost of the product
- They create more awareness about electric vehicle, and it uses to environment.

5 Tesla's Marketing strategy

Tesla is using the digital marketing platform, and 70 percent of sales are done online, tesla is making use of digital marketing in the correct way. Tesla doesn't use traditional marketing they do so but using traditional marketing is very low than digital marketing. (P, et al., 2023)

Tesla is recognized as the best brand for electric vehicle and tesla established themselves as the early adoption because tesla is manufacturing electric vehicle, which is recognized as environmentally friendly and have a good design to attract the customer, so the other manufacturing company are becoming a threat to tesla, so Author did the research by using the Michael's porters five forces model and result shows that The changing market and cultural environment are adapting to electric vehicles, and customers are attracted towards innovation and design. (E & C., 2019)

According to the author, tesla is using green technology, which means the product are friendly to the environment, in the current market if a new company is entering to the market will have more difficulties but tesla entered to current market and attracted the customer through their innovation and design, to attract the customer they demonstrated about their product and they point out the difference between the other vehicle and electric vehicle. (H., 2020)

6 Mandelow's stakeholder analysis

Mandelow's stakeholder analysis is used crucial tool used to analyze the stakeholder and what they are expecting from the organization. This method uses two aspects like interest and power, we will discuss that in below in detail

HIGH INTEREST & HIGH POWER • This stakeholder is actively engaged and has an influence on the organization, this stakeholder will be Shareholder • The shareholder is not interested in the product outcome, but they are more interested in the profit • As they are investors, they need to be satisfied	HIGH INTEREST & LOW POWER • In this, the stakeholder will be actively engaged but have no influence on the company mostly they are interested in the product, so they need to be satisfied. • the customers are the stakeholder
LOW INTEREST & HIGH POWER • In this, the stakeholder will have no interest but have power to change things • Mostly the government is the stakeholders • This stakeholder can move into high power and high interest, so they need to be satisfied	LOW INTEREST & LOW POWER • The stake holder has no interest and no power, but they work for organization • Employees are the stakeholders • They might move high interest and high power • In this the employee are Keep informed and they expect to be respected

6.1 High interest and high power:

In this the people are well engaged and work until the desired result is obtained, for to get the desired they work for that and implement a strategy to get the desired result in this mostly the shareholders take part, and they actively engaged and monitor the organization's performance by time to time, as they are the investors and they investing to get profit so they take part in the decision making because they have rights and power, they have more influence in the organization, this shareholder must be satisfied by the organization

6.2 High interest and low power:

In this the people have high interest but they don't have the influence on the company, in this part the customer and suppliers will take part, they have more interest like curiosity about the product, tesla needs to satisfy the high class customer and middle class customer because all customers important, for that they need to fulfil the customers expectation and they will expect good customer service from the company. If the company targeting only the high-class customers and not respecting other customer will cause fall in reputation if reputation is decreased, then it will be long way journey for the tesla. So, they need to have more attention in customer care and service.

6.3 low interest and high power:

these stake holders will have low interest to organizations but have high power which they have influence on the organization, this stake holders must be satisfied. This stake holder can move to high power and high interest. Mostly the stakeholder will be the government, government will

have no interest on their organization, but they have more influence, so the strategy and product should be satisfied to the stake holder.

6.4 low interest and low power:

this stakeholder will have low interest and low power, in this case mostly stakeholders are employees because they don't have the interest and they don't have the power. They will follow their instruction and some of the employees are actively engaged they might have the chance to move to low interest and high power or high interest and high power. This stake holder holds some power but not in the decision making, if the employees are not treated well it result in decrease the performance of the organization and there may chance to lose the brand name and confidential information, so this stakeholder need to be informed and diversity at the workplace should be maintained.

7 Ethical issues, sustainability, CSR (corporate social responsibilities) and their impact on strategic implementation

Ethical issues mean, some problems at the workplace, it may harassment, inequality, like, etc., and it may also define as creating an artificial thing for replacing some product will also cause some ethical issues or human must be able to choose and differentiate between, what is right and what is wrong.

In tesla they are manufacturing the electric vehicle and in that vehicle there may be advanced features like interaction system, some may have an autonomous system, this system will replaces the human activities if they are not functioning at particular moment it will cause terrible things or it may cause death, before implementing the autonomous system, the software will under go various test and then only it will be implemented to company or any other vehicles (A.K. & S., 2018)

7.1 corporate social responsibilities

It is defined as the business model that consider the environment and public peoples according to that they will implement strategy. Tesla is following this corporate social responsibility, and their product are not harmful to the environment, and they are innovating new products by the considering the social factor and environmental factor,

Being social conscious organisation will also help to improve the profit and creates a very strong reputation for brand name, and author says tesla holds socially responsible business model, which resulted, increasing gradually but in the positive way. (Baffour-Awuah, 2020)

8 Organization culture, structure, and leadership and their impact on strategic implementation

In recent years, the digitalization has been improved dramatically and were the all the organizations are changing to digitalization and whole organization structure is changed. These digital technologies are playing main roles and supporting for the organizational growth. The

author done research using the structural equation model, the result shows that if business organisation uses digitalization can develop and boost the value activities and if they change into digital organisation they unleash the full potential of the organization. (Martínez-Caro, 2020)

Research is done on the influence of the organizational culture, for that they used the six-dimensional organizational culture and CSR (corporate social responsibilities). Results shows that different dimension of CSR practices have positive effect, organizational performance has direct impact on financial and non-financial performance, as well as team orientation also positive effect on the organizational performance, most of the result are shown positive performance to this model. (Bhuiyan, 2020)

Tesla uses digital technologies because they are manufacturing the product which are high end and future based technology, as already they are using the digitalization they can combine organizational culture and digital technologies which will improve the performance of the company and brand name, in marketing sector they are already using digital methods, the using of the digital methods are meant to be successful at the same time it should be monitored carefully because in digitalization errors may they need to sort out the error very quickly.

9 Ansoff matrix

This model has been widely used by the organisation because it gives the clear idea about the market penetration and how the product can improved to competitive with other market product and it also gives idea for the new product (Clarissia, 2020). This Ansoff matrix are divided into four section like market penetration, market development, product development, diversification strategy.

Author conducted research by using the Ansoff matrix and swot analysis in an food industry and found that they are having more strength and more threat and final decision is they can improve by introducing new product in that way it helps to increase the sales and the performances (Kurniawan, 2020)

9.1 Market penetration:

The market penetration will be difficult for the new entrants, because most of the company observe the new entrants, if the product sales are increasing then they will use some strategy to compress that new entrant as for tesla is also a new entrant to the market, the manufactured product are not available to market so the market penetration made easy for the tesla and after the tesla entered in to market all other companies are also producing the product equal to tesla

9.2 Market development:

Market development they need to new strategy, so that opponent company will have the confusion to defend, but tesla is already using advanced marketing strategy which is digital marketing, digital marketing is increasing, and it will be the only option to grow faster in the current market

9.3 Product development:

After entry of new product in the market there will be flaws in that product, after identifying the flaws they can be rectified, and which will help to find new product that are updated version of

older the product. As for tesla they also faced this kind of trouble, tesla is well known organisation for their electric vehicles after new product launched, the product might not be satisfied for the customer and the price of the product also some what high, but now they are manufacturing new product which are available to middle class people.

9.4 Diversification:

In diversification, the company can create new product which are related to their company or tie up with other company and produce the new product, tesla can tie up with other organization and produce various products or now tesla is manufacturing organization, they can go service-based organization and export & import organization and like that etc.

10 Emergent strategy: recruiting skilled manpower to expand the international market

Tesla is producing unique kind of vehicle they need the proper resource, if the tesla wants to operate on the worldwide then tesla should correct number of skilled labors and equipment's, now tesla entered into the international market tesla car is operated on US,UK,China,India and so on but the resources are not enough, because if the electric needs to operated they need recharge point which are very low in UK and service station are very less compared to US. For recruiting the skilled labor, they introduce course to college students and offering internships and trainings and conducting events which helps the tesla to get skilled labour. Now a days the youngster is very sharp, and they can learn easily, and they are having good scope

11 Eco-Friendly

It means the product can be utilized with not harming the environment, tesla product is not harmful to the environment because they are manufacturing the electric vehicle which has zero emission that's why tesla product and brand name are famous. Most of the people wanted to use the eco-friendly product but they find all the products are eco-friendly and if they find the eco-friendly product the cost is higher. Even in tesla some car models are high end rate and now they are manufacturing the car which can be affordable to buy for the middle-class family.

12 Strategic Clock

Bowman's strategy clock is used to show the different types of circumstances and provides idea to new strategy, this pushes the tesla under different circumstances and shows how to improve the performance and how to avoid problems,

13 STRATEGY DYNAMICS

It is defined as the present stage of the business and insight into future developments, in order to achieve vision and mission of the organization

13.1 Lecture review:

The author has done research on the change in strategic management they discussed, how much cost will take to change in management method to gain the position and they described two

methods, how the cost of changing management will impact differentiation and how it will affect the organizational capability and to reach that position and how can the spent amount can be regained by the investment. The author reveals that to gain a position in the market organization should invest an amount, that initially one to reach the position in order to compete with others that's one's own strategy to gain the position. (Menon & Yao., 2017)

The author used system dynamics in some of the organizations and he described some protocols for following system dynamics. This system dynamics gives different situations and provides solutions like how to overcome, from the different situations, system dynamics performance improved when it is monitored by the CEO (Chief Executive Organization). The author implemented this strategy in five small companies, in these five organization some organization faced some struggles like choosing the better option to improve the management, and final this system dynamics could affect the effectiveness of the firm and it will pave way for the future development. (a, et al., 2017)

According to author, he used "open innovation" which is new strategy for the organization and it also used in many industries to improve the organization, and this open innovation strategy is still challenge in this realm world like how it will benefit, this open innovation is analyzed by the dynamic capability, we can understand the advantage and disadvantage of the open innovation model. (M, et al., 2019)

Author tells that how the dynamic capabilities are used to improve and starting the digital business sector like artificial intelligence, internet of things and so on. This method is used by the most of the organization, because the digital platform ongoing and developing platform it can be used to analyze them according to that we can make changes in strategy to improve the business. (S & M., 2019)

The author tells how the decision-making and implementation of strategy are organization, in each organization each of them uses a different strategic management plan, but author chooses the organization, where they are using the ABV (attention-based view) to develop the dynamic capabilities, and strategy. (W, et al., 2018)

14 Choosing the best strategy and the implementing in tesla

As tesla is already adapted to digital technology they can maintain in that technology and they are need not to worry about the occupying place market, suggest that the Mandelow's stakeholder analysis used to attract more investor and consumer, as tesla is already advanced in the technology they only need the investor to operate and open more branches all over the world

I suggest AMO can used to analyze the performance of the company, in AMO model there are three process were it can be used to analyse the performance of the company.

Ability – high

Motivation – high

Opportunities – high

The tesla has good scope in present and future, AMO model can used to performance analysis and tesla need to monitor the motivation process because if the motivation is reduced among the employee it will result reduced performance of the organization. Employee engagement is also needs to monitored to improve the performance of the organisation

15 Recommendation & Conclusion

From the analysis we found that, tesla is manufacturing the best electric vehicle and peoples are accepting them in that way tesla is having advantage, as they manufacturing the vehicle which are not harmful to environment and people are having myths like cost of the vehicle is very high and we are not able buy those vehicle, tesla need to break that myth by manufacturing the low budget car with quality. As the tesla car more advanced when comparing to other car manufacturers so tesla need to be careful about competitor, they have more opportunities they need to utilize that opportunity wisely in the upcoming year, in America tesla organization made them as very strong in electric car manufacturing but in other countries they has only branch office not the production plant, for that kind of problem there is simple solution is tesla can tie up with other manufacturing company which reduce the production cost and manufacturing cost, in UK there is no production plant but in the future the tesla might build the Giga factories which gives increase in the employment rate. in marketing strategy they are following the best strategy like digital marketing but some recommendations that, in future there is a very much scope for the electric vehicle and for that tesla can conduct some campaign and events about the enemy resource and importance of the electric vehicle, they can offer some workshop and internship offer for the youngster which will benefits the organization and peoples,

There is more important thing need to be considered that like tesla all other manufactures are also started to manufacture the electric and hybrid car, and battery used by the tesla need to be ensure that its efficiency is not decreased after using the car for the long time,

In tesla car there has some disadvantage that, the car needs to be serviced at a period of time and replacement of the battery will cost more

Another suggestion that Tesla can manufacture the public vehicle which will increase the production and the performance and brand name of the organization, and it helps to reduce the pollution.

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