

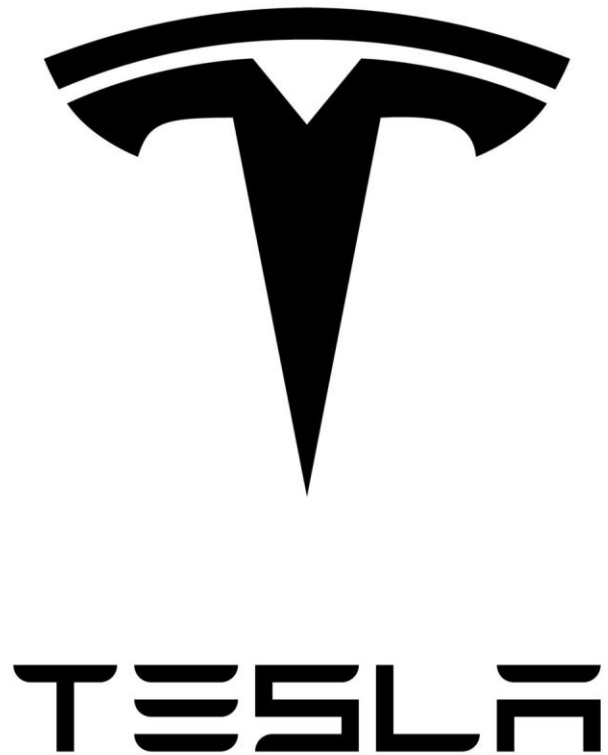
Tesla

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Agenda

- Introduction
- SWOT analysis
- PEST Analysis
- Impact of Globalisation
- Influence of Innovation
- Recommendations
- Conclusion



Introduction

Tesla , is a leading electric car company know for its innovation and focus on sustainable energy, producing advanced vehicles that combine performance, efficiency, and modern design.

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➤ Strengths

- Impressive hiring strategy
- Strong innovation capacity
- Unique brand positioning and superb marketing strategy

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➤ Weaknesses

- The cost of their products
- Frequent manufacturing delays
- A controversial chief executive officer

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➤ Opportunities

- Introduces its products to new market
- In house battery production
- Improving the affordability of their vehicles

T

➤ Treats

- Increasing competition from other top automakers
- The uncertainty surrounding rare earth metals
- The legal intricacies of self-driving vehicles

PEST Analysis

- Political
 - Government policies, subsidies, and regulation on electric vehicle support Tesla's growth, but changes in laws or restrictions can impact operation
- Economic
 - Economic condition, inflation, and raw material costs affect production and pricing. High vehicle costs may limit demand in some markets
- Social
 - Increasing environmental awareness and demand for sustainable transport positively influence Tesla's popularity and sales.
- Technological
 - Rapid advancements in AI, battery technology and automation support Tesla's popularity and sales.



Impact of Globalization

- ❖ Tesla , has expanded globally, increasing its market reach and sales.
- ❖ Globalization allows access to international market like China and Germany.
- ❖ The company benefit from global supply chains, improving efficiency and production.
- ❖ However, it face risk such as supply chain distribution and material shortages.
- ❖ Global competition has increased, pushing Tesla to innovate continuously.



❖ Influence of Innovation

Tesla uses AI and automation to improve production efficiency and develop autonomous driving feature .

Innovation support the development of advanced electric vehicles and sustainable technologies.

The company invests in battery technology to enhance performance and energy efficiency.

Tesla offers an in-vehicle infotainment system that improve user experience. Over the air updates and connecting allow continuous improvement of vehicle performance and features.

Recommendations

- Tesla should strengthen strategic partnerships to expand technology and market research.
- Continued investment in innovation is essential to maintain competitive advantage.
- Localizing the supply chain can reduce costs and minimize, distribution risks.
- The company should enhance its sustainability strategy, including carbon neutrality goals.
- Expanding recycling programs can improve environmental impact and resource efficiency.



Conclusion

Tesla is a global leader in electric vehicles, driven by strong innovation, advanced technology, and a focus on sustainability. The company benefits from globalisation through market expansion and supply chain efficiency, but also faces challenges such as competition and economic uncertainty. Its continuous investment in AI, automation, and battery technology supports product development and operational efficiency. Analyses such as SWOT and PEST highlight Tesla's strengths, opportunities, and external influences, including legal and economic factors. To maintain its competitive position, Tesla should focus on strategic partnerships, innovation, supply chain localisation, and sustainability initiatives.

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Thank
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