



Module Title – Marketing Fundamentals
Assignment Title – Tesla Group Blog
Reflective Report
Module Lecturer’s Name – Dr Rexon Nting

Group members’ names

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Individual Assignment Title: Tesla Background Reflective Report

Student’s name: Toni Koleva

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Individual Assignment Title: Tesla Product Reflective Report

Student’s name: Vlada Popov

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Individual Assignment Title: Tesla Place Reflective Report

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Tesla Background Reflective Report

Tesla is a modern industrial organisation founded at the beginning of this millennium. The company operates in the high-tech industries, leveraging the advances of electrical engineering and electronics in symbiosis. The creators desired to prove that people can use electric cars without compromising on the standards achieved by conventional motor vehicles. Anticipating the wave of modern times and using General Motor's designs and developments, they have entirely naturally filled the vacancy that is being found in the US auto industry (McFadden et al., 2020).

For the short life of the company, its achievement is an example of success, according to Porter (1991)- in achieving a competitive position that leads to financial and crowning results of the company include firm success (Porter, 1991).

Working on this project proved to be interesting to me. For the first time, I got to know the world of Tesla electric cars. I learnt about the history of the company, the difficulties it went through, the work is done and the achievements of the company. I realised that behind the glossy look of beautiful cars are years of effort and perseverance, a lot of work and resources, a lot of knowledge and serious training and, most of all, team building.

Teamwork is important in every sector of the economy; it is also important in the university where I am now. Creates a sense of community and empathy, builds the ability to talk and communicate. At the same time, it makes you flexible, resourceful, a good listener and speaker. I would not say it is new to me, but it enhances my knowledge and skills in this area.

There are also some downsides to find free time for the group, listen to each member, and get into the situation of each of the team. For example, this Term two of the group members were not ready with their parts to the given deadline and I needed to submit the Group work without them. As a group representative, I had to wait, demand, develop the overall vision of the blog and discuss it to the team. I discussed with my colleagues separately and together everyone's comments and expectations. However, it is a good experience, and I am pleased that I did the job in collaboration with others.

Tesla Product Reflective Report

The group project involves developing blog posts, which seek to build/improve the target audience's awareness about the project and encourage interaction between the project team and the audience. Tesla's potential/existing customers are considered as the target audience for the project. The reflective report outlines the advantages and drawbacks of group work, realised by the members. The group project enabled me to realise the significance of and learn good planning, communication and coordination skills. Effective planning during the project's initial phase helped clearly outline the responsibilities of individual members. I learnt how the product-related information can be communicated and presented attractively to appeal to the targeted audience. For example, I could learn how to write attractive headers that could fascinate potential customers. The group project enabled me to learn about incorporating elements that can encourage higher interaction from the target audience (question/comment box) and the sharing of the blog post on social media (share buttons).

The project helped me improve my coordination skills by discussing/sharing information with other members to ensure attractive, non-repetitive and non-contradicting content. Brainstorming sessions helped unveil new ideas to improve the blog posts' effectiveness. However, a lackadaisical approach of few members resulted in delays in completing the blog post while ineffective communication signified another key concern.

Porter's generic strategies' "differentiation" strategy is applicable in the context of Tesla given that the company's cars incorporate unique, futuristic technological/eco-friendly capabilities that target broad markets (Kotler et al., 2016). Effective marketing communication is vital to creating awareness/interest about the product's unique attributes among the company's targeted markets.

Tesla Place Reflective Report

The marketing mix is a complex task for each company. This is to put the right product in the right place, to attract the customers by the right promotion and price (Mix, 2020).

My task was to develop the Place part of the marketing mix of Tesla. The process of development of the blog, in my opinion, was enjoyable. I believe, the whole process of researching to develop the blog not only helped me in strengthening my knowledge regarding the principles of marketing, the marketing mix to be specific. I learnt that the place quadrant of the marketing mix is as important as the other Ps of the marketing mix. Furthermore, had an enriching experience while researching the practices of one of my favourite companies, Tesla Inc. I was thrilled, amused and astonished in various instances while researching the company. I highly related to the vibe that the company puts out while they operate in the industry. I am often surprised by the extents that the company went through to develop every component of its business model and this time was nothing different.

I was quite confident from the very point I was informed about my role in the groups' paper. I second thought of realising the importance of planning and as a result, I incorporated the same while developing my part of the blog. I planned on how I would move forward with the research, including the mediums I would use to carry out the research and also weighted the sources based on the relevance of the sources and the relevance of the sources concerning the blog that I was preparing.

References – Marina Paskaleva (Tesla Background Reflective Report)

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