



Prifysgol Cymru  
Y Drindod Dewi Sant  
**University of Wales**  
Trinity Saint David

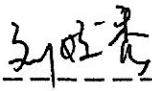


BMMB7012 – Marketing Management

Assignment 1

Submission Template

Printed Name: \_\_\_\_\_ Jiaoxiu Liu \_\_\_\_\_

Signature: \_\_\_\_\_  \_\_\_\_\_

Please list your group members (names & ID) in the box below:

JiaWei Wu ID: 2232828  
Zhangjian Wei ID: 2229980  
Jiaoxiu Liu ID: 2234155  
Yuhui Wang ID: 2234167

Please state your chosen organisation & contemporary issue in the box below:

**Selected Organisation:TESLA**

**Selected Contemporary Issue:CRITICAL ANALYSIS OF TESLA**