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Introduction

Tesla Inc is one of the leading industries in the field of automobiles in the United States. The headquarter of Tesla Inc is situated in Auxin, Texas in the US. Tesla Inc is a type of automobile company which conducts the manufacturing of electric vehicles (Gayathri and Kumari, 2019). In this study, the author has taken a case study of the entrance of Tesla Inc with its electric cars into the automotive market of the United States. In this study, the author aims to provide the SWOT and PESTLE analysis of Tesla Inc to evaluate factors which may affect its business operations of Tesla. Besides this, the author will discuss the VRIO analysis of Tesla and Porter's five forces as well as the interrelationship between the external and internal context of Tesla and the issues regarding contemporary strategic management. The author will also discuss the strategic management model of Tesla as well as its emergent strategies along with the critical factors for implying such strategies.

SWOT Analysis of Tesla

SWOT analysis is a tool which business organisations and companies use to determine their strengths, weaknesses, opportunities and threats (Benzaghta et al., 2021). In this study, the author discussed the SWOT analysis of Tesla Inc, to determine its strengths, weaknesses, opportunities and threats which are given below.

Strengths

- **Electric cars-** Tesla has introduced electric vehicles which have a very high demand (Teece, 2018). Such cars provide a strong mileage in the long term without hampering the environment.
- **Diversity** - InsureMyTesla, a complete insurance service for Tesla automobiles, was created in collaboration with Liberty Mutual Insurance Provider.
- **Innovation-** Tesla is a very innovative company and the industry anticipated the corporation to manufacture efficient and competitive products, resulting in significant financial advantages.

- **Effective Strategies-** Its management strategy is very innovative and effective. The organisation selects the brightest and most creative employees as well as creates strategies to expand the market.

Weaknesses

- **Production Issues-** High innovation leads to various complexities and manufacturing risks on the technical front. While introducing automobiles and other items, Tesla confronts launch, manufacturing, and production ramp difficulties.
- **Inability to fulfil demand-** Tesla may suffer an uneven supply and demand as a result of its extensive testing and bureaucratic procedures, rendering it unable to achieve the manufacturing ramp in the long term.
- **Scarcity of Batteries-** CEO Elon Musk acknowledged in yearly company meetings that their productivity has reduced due to a restricted supply of batteries. The shortfall had a serious influence on electric car and power storage sales.

Opportunities

- **Sales growth in an unavailable market-** The company's most important opportunity right now is in the market of Asia, which has no growth in the automobile and sustainable energy sectors (Kim, 2020). The aim of Tesla is to grow its market worldwide to upgrade its economic sustainability and customer base.
- **Cheaper Automobile-** Though Tesla's vehicles are very costly, Tesla recently released the Model 3, a cheap priced version of the Model S . It has created a good opportunity for Tesla to capture a more customer base.
- **Developing battery manufacturing expertise in-house-** Tesla plans to create its batteries. The initiative could be a game-changer because it will allow the corporation to expand output while lowering costs. Panasonic is presently their principal battery supplier.
- **Increasing demand for E-Vehicles-** Today's customers have become very environmentally conscious. So their demand for electric cars is increasing. This is a good opportunity for Tesla to expand its market and increase its sales.

Threats

- **Extreme Competition-** Many companies such as Mercedes-Benz, BMW, Audi, Toyota, Ford, General Motors, and Volvo, provide the same kind of products to the customers. Due to this Tesla has a high threat of this competition.
- **Technological innovations-** Energy is being used in automobiles in creative ways. High production costs and narrow profitability might result from competitive pressure.
- **Logistic disruption due to material shortages-** Due to the high boost in price, Tesla may suffer some difficulties in logistics. All of these commodities have shifting prices, which can directly affect the company's manufacturing process in the future.

VRIO Analysis of Tesla

VRIO Analysis is a powerful explanatory method for identifying a company's resources (Buzatu et al., 2019). VRIO stands for Value, Rarity, Imitability, Organisation. The VRIO analysis of Tesla has been given below:

Brand Image: One of Tesla's primary sources of competitive advantage is its strong brand. It has been one of the brand's primary distinguishing features that distinguish it apart from the rest of the pack. While there are other automobile brands available, such as those that produce electric and hybrid vehicles, Tesla has created a sophisticated image. The appeal of a brand, as well as overall sales and revenue, are all affected by its image in the automobile industry. It is for this reason that vehicle businesses place a premium on image management.

Technological Innovation: In the vehicle industry, technology advancement is also a significant key success factor (Distanont and Khongmalai, 2020). They must drive innovation for vehicle industries to preserve their market dominance and customer base. The competitiveness in the automobile sector has boosted, and every industry must develop to reach the market. Tesla is known for its innovativeness and for providing good quality merchandise with progressed technology. Apart from internal self-driving technologies and a huge screen that enables the vehicle owner to effectively control his driving dynamics, Tesla now invented a Tesla application that allows drivers to control their cars from the outside.

Consumer Experience: Tesla's whole driving dynamics are profoundly different and far better than its rivals. Tesla automobiles are famous for their electric car models. Tesla's luxury electric

cars are better for style, speed, and appearance. They are not only more secure than other cars, but they are also more attractive from the outside look. Another good point of Tesla automobiles is that they do not have any greenhouse gas discharging. Today's people want vehicles that are both energy efficient and ecologically suitable.

Variety of Merchandise: Tesla provides various kinds of products to the marketplace. While its model variety is narrow in comparison to the competitors such as BMW or Volkswagen, it effectively serves the high-class customer that it seeks to service. Model 3 is the firm's lowest automobile type, and since its launch, the firm has achieved a strong foothold, and its reputation has skyrocketed globally. To meet demand, the corporation will need to expand its manufacturing capacity.

Market Position: Tesla has established strong market dominance in both the automotive and electric vehicle industries. The company's economic condition and evident advantage over its opponents are a source of long-term advantage. Because of its increased emphasis on innovation and the impressive talent of Tesla automobiles, the firm's business model continues to rise. Overall, it has great brand recognition in the market, which has resulted in increased revenues and international appeal. In the future years, several factors will continue to boost its market position.

PESTLE Analysis of Tesla

Political

- **Government Engagement:** The political factors include the engagement of government in the particular sector. The political factors of this analysis also said about the corruption restriction and other policies that are stimulating the growth curve of Tesla. However, the ecological factors are directly interrelated with the political and economical indicators. The political factor has a direct impact on Tesla. Tesla depends on electricity (Hoelzlhammer, 2018). However, this car also used fuel at a low rate that is also eco friendly. Thus, the buyers of this must pay a specific tax for operating the electric car. The government's inducement also reinforced its economic activity. Moreover, the political factors are beneficial as well as favourable for the growth of Tesla.

Economical

- **Growing Automobile Industry:** Tesla is defined as a luxury car and the Rapid cells of electric automobiles are delivering a boost to the global economic infrastructure. The automotive industry faced tremendous growth in the year 2016 and 2017. The enlarging edge of the automotive industry is ultimately producing cost-effective vehicles. The economical factor also includes the current interest rate and inflation. The growth of the automotive industry also stimulates the economy of the country. Delivery of cost-effective vehicles can create benefits for the company. The reducing cost of renewable resources is favourable for the growth of Tesla. However, economic instability acts as a huge threat to this luxury vehicle.

Social

- **Effective Research on Social Platforms:** Tesla is popular as a luxurious electric car. This company concentrates to maximise the edge of profit by acknowledging the socio-cultural attributes of a particular place. This company is also aware of investing in improving markets. This company also spends quality time in research before entering a dealership and also communicates with acquaintances on social media (Alotaibi, Barros and Degirmenci, 2021). Investment in different markets helps Tesla to gain superior revenue. Using this remote factor helps Tesla to strengthen its position in this competitive market. The popularity of the use of renewable resources acts as a favour for Tesla.

Technological

- **Automation:** Using technology advancement is a positive and effective implementation by Tesla. Implementation of innovative technology helps to provide a luxurious service. As Tesla uses various gadgets and attractive features, it also involves a lot of consumers. The fuel-efficient features attract the most consumers. Additionally, this company is also using the latest technology that is evolving the value of the company. This luxurious car service also uses automation and an online mobile system that also adds a positive value to this company. Moreover, technological advancement efficiently delivers a boosting impact on the growth of Tesla.

Legal

- **Awareness About the Regulations:** Tesla is efficiently enlarging their business in several countries. For this purpose, they have to adapt and be aware of the regulations and policies that are necessary to expand their business. In this way, Tesla is efficiently promoting their vehicles and also ameliorating its International licence. This company also introduced several energy solution products in the external market (Althabhwai, Zainol and Bagherib, 2022). Moreover, the legal analysis of Tesla is beneficial for its growth. This analysis also helps to understand the opportunity for this luxurious vehicle in the Global Automotive market. However, the limited sales operation may have delivered some complications for Tesla. Additionally, it also put a restriction on direct sales in some other state

Environmental

- **Using Eco-Friendly Resources:** Environmental factors of Tesla include some important environmental concerns, pollution, scarcity of raw materials and many more. The environmental factors are beneficial for Tesla. The company also effectively conducts many environmental conferences (Haertler and Seeber, 2020). This conference helped the company to deal with climate change and also understand the issues regarding the resources. This company is efficiently using several strategies for a viable future. Using solar panels, batteries and electric vehicles deliver sustainability in nature. This luxurious vehicle brand Tesla must expect a high growth by examining the ecological factors.

Porter's Five Forces Analysis of Tesla

The threat of New Entrants: The threat to entry in this industry is high. The new entrance should maintain brand loyalty and also develop a strong network. The new entrance into this industry also maintains a capital requirement that can help to develop a unique car. According to a report, the best in the OMEs United States was about 5% of revenue. There are six valuable automakers in the world including Toyota, BMW, Mercedes Benz, Honda and also Ford. However, the business strategy of Tesla is quite difficult to compete with. The brand includes a high cost for the development of the brand and also includes the popularity of Elon Musk. It is difficult for the new entrance to match the competition with this strong band (McCain, 2019).

Some external factors also act as a high thread. Automobile manufacturing requires major costs that are narrated as an obstacle to this firm. However, according to all factors, the new entry in this industry is a low concern for Tesla.

Bargaining Power of Buyers: This threat is moderate for Tesla and the consumers of Tesla are directly affecting the sale of the company. Also, some external factors help to maintain the minimum force of the bargaining power of this luxurious company. The factors include low switching costs and a low volume of purchases. Less switching costs are decreasing the barrier for Tesla. It also said that the outside factor delivered a strong impact on the company and also the other companies that are participating in the automotive industry. However, the bargaining power of the customer almost modded it (Lugtu Jr, 2019). Secondly, the low volume of purchases also decreases the stimulation of Tesla consumers.

Bargaining Power of Suppliers: This threat is moderate for Tesla and there are almost 11000 companies that supply automobile manufacturer parts. The suppliers can run almost 60000 productions and employed over 7 million people across the world. There are hundreds of suppliers in the car manufacturing industry. For example, Ford purchased 80% of its parts from 100 suppliers. According to the study, Automotive suppliers are more beneficial than automakers. The top five players include Robert Bosch, Continental, Magna, Denso, and ZF Friedrichshafen. Tesla suppliers include a low level of redirecting incorporation. However, some suppliers also use third parties to sell the manufacturing parts to Tesla. as almost all the suppliers are moderately sized so it is to stimulate the automotive industry. The average rate of supply also permits suppliers to impact Tesla. So the bargaining power of the supplier is narrated as a secondary strategic priority for Tesla.

The Threat of Substitute Products: This threat is moderate and the industry also experiences the effect of the substitute on the automotive industry environment. These external factors can find the threat of the substitute against Tesla. Several factors are elaborating on its impact. The factors include average substitute availability and also the average accomplishment of the substitute. In this regard, the low switching costs increase the competition in the automotive industry (Gafarov, 2019). It also includes several substitutes that may accept the consumers. However, the substitute for Tesla is average so it does not create an effective impact on this

luxurious brand. Public transportation is not as effectively adapted as a private car. The condition sometimes stimulates the substitute force of Tesla.

Competitive Rivalry: The threat of competition or competition with Tesla is very high. Tesla, a luxurious electronic car brand, operates in an elevated competitive market. This external factor delivered an effective impact on Tesla. Several factors ultimately influence the competitive rivalry with Tesla. The automotive business industry sector is effectively enriched with innovative products. Large automotive companies also have a strong impact on the market. Those companies include combative marketing efforts. Tesla uses a 4PS marketing mix strategy. It efficiently met the combativeness of Tesla. This competitive advantage helped to deliver a positive impact against the competitors in the automotive industry. It also strengthened Tesla's infrastructure. Competitive rivalry is measured as the dominant and strategic management in this automotive industry.

The analysis of Porter's five forces of Tesla effectively helps to understand its position and significance in the business. This company prioritises several strategic management.

The Interrelationship between External and Internal Context of Tesla

Tesla is one of the most successful and valued organisations in the world. Tesla is a globally valued automobile company with a huge market value. Tesla is famous for the manufacturing of cars and energy (Nguyen, Abouezzi and Ristroph, 2021). Tesla initially used to deal with batteries and is widely popular for its manufacture of electric cars. The reason behind the success of the company largely depends on the strategy used in the growth and production of the company. Identification of one's strengths, weaknesses, political and environmental factors, rivals and bargaining power are very few of the factors in analysing the growth of the company (Altinok et al., 2021). There has to be a correlation or an interrelation between the factors both external and internal to determine the strategy and the operational functionality of the company. The socio-cultural issues have driven the consumers to be more concerned about the environmental issues and to buy products which are environment friendly. Tesla manufactures products which are not harmful to the environment. According to a survey, about 40% of drivers who are not in the possession of a car are interested in buying an electric car. The UK has an

uneven distribution of income as compared to the countries which are developed. Tesla sells cars which could be acquired by a high-level income group. The future scenario poses a risk to the company on the occurrence of the domination of the middle class. The driving force behind the success of the company is the ecological factors behind the manufacturing of the products.

The issues regarding the environmental and global issues keep on surfacing marking the popularity and demand of the brand all the more. The ecological factors of electric cars reduce the emission of harmful greenhouse gasses. Technology plays a vital factor in Tesla as new and innovative technologies are part of the production and manufacturing of the products of Tesla. Tesla being an ecological company uses technology which shall aid in becoming an unsustainable company (Le and Ho, 2021). Implementation of the technologies which shall facilitate the use of renewable resources is essential. Elon Musk, the CEO of Tesla had suggested the use of solar roofs made of crystal in the cars to be manufactured in the future. The products manufactured by Tesla receive a benefit grant from the government of the UK of about 5,000 pounds. Legal aspects affect the political aspects and social aspects as these factors are intertwined with each other. The summits and conferences which were held in Paris in the year 2015 benefit companies like Tesla as governments are bound to promote eco-friendly products manufactured by companies like Tesla.

Tesla has a competitive advantage in the market. The competitive forces of the economy are analysed by the porter's analysis. This analysis directly relates to the other internal and external factors. Tesla faces the very low risk of a new rival in the automobile industry. The need for the development of the brand is very important (Alkemade et al., 2020). A requirement of a high capital is essential in the large scale of the economy where the company functions. Tesla faces a comparatively significant threat from Apple which has plans to enter the automobile industry. The capacity in terms of distribution and the image of the brand Apple is sure to pose a serious threat to Tesla in terms of competition. Substitution products faced by Tesla are moderate as the viable substitute mode of transport would be public transport. Public transport is subject to a time frame. The strength and demographic segmentation of Tesla to the target audience of the high economic class are beneficial as the elite class does not bother about the price of the products of Tesla. The brand holds an exceptional position in the market. The self-made entrepreneur in

technology has elevated the position of the brand in Silicon Valley. The products manufactured by Tesla are reliable and of premium quality. The driving of the cars with an autonomous feature is one of the most innovative initiatives of the company. The products manufactured by Tesla are of a very high price and are targeted at the elite class. Manufacturing cars which are of a reasonable price are beneficial for Tesla as the demographic segmentation of the brand shall be elevated and more audiences shall be targeted.

Strategic Management Models of Tesla

Tesla is a successful company which has become more recognised for its electric vehicle production. Here the author has provided the strategic management models of Tesla, related to its entry into the automobile market of the United States.

As per the swot analysis, the strength of Tesla is its innovative nature. Tesla acquired technological innovation and introduced the E-Vehicles in the market of the automobile industry of the United Kingdom. There was already various luxury car making companies in the US that manufactured luxury cars such as Toyota, BMW and many more. But all of them were fuel-energy based. Nowadays the present consumer has become very much conscious of the environment (Chuah et al., 2020). They want to enjoy the use of luxury cars without hampering nature. In this case, Tesla thought of launching electric powered vehicles which will be eco-friendly. Thus its need for consumers has increased which has made the brand globally recognised. Its weakness is its consumer brand loyalty. The consumers who are the fixed customers of rivals will not shift their brand so easily (Scherpen et al., 2018). So it has tried to launch something innovative to the customers to promote its brand. Its opportunity is the increasing awareness of customers about the environment. This led to the demand for electric vehicles. Besides this, the threat to the company is its huge competition with rivals like Toyota, BMW, Mercedes Benz and many more who have a strong customer base and market capital.

As per the PESTLE analysis, there are various factors which may affect the business in entering the automobile market of the US. Political factors including various policies, restrictions and many more have a significant influence on Tesla's business (Golara et al., 2021). As Tesla's electric vehicles are ecologically friendly the government of the USA has given the authorisation

to Tesla to expand its business. Economical factors such as inflation rate, rate of interest, raised demand and other factors influence Tesla. Tesla has facilitated the delivery of cost-effective and the reduced cost of renewable energy resources is beneficial for Tesla's growth. Socio-cultural factors also influence Tesla. This company spends quality time in research before entering a dealership and also communicates with acquaintances on social media. Investment in different markets helps Tesla to gain superior revenue. Using this remote factor helps Tesla to strengthen its position in this competitive market. The popularity of the use of renewable resources acts as a favour for Tesla. Tesla has acquired technological advancement in terms of launching fuel-efficient electric cars which attract customers and builds creating a strong customer base. The legal and environmental factors also influence the company. Tesla is efficiently promoting their vehicles and also ameliorating its International licence. This company also introduced several energy solution products in the external market. Tesla mainly focuses on electric cars and renewable energy resources which are eco-friendly and just because of increasing the number of consumers who are eco-concerned will be beneficial for the business development of Tesla.

Contemporary Strategic Management Issues of Tesla

Tesla is a company which is owned by a self-made technology entrepreneur. The innovative culture of the company and its used futuristic technology have raised the bar for the automobile industry and revolutionised the areas of software and technology (Thomas and Maine, 2019). Tesla has incorporated the development of software in the automobile industry. Many integral areas of the company use Information Technology. There are a few strategies which Tesla uses in the operation of the company.

- Planning and regulation of functions are made with the incorporation of the ERP Solutions or the Enterprise Resource Planning and the RMS or the Requirement Management Systems.
- The manufacturing department uses Facility Management and Asset Management to carry on the work efficiently.
- Digitalisation is at its peak and E-commerce is incorporated into the retail of products. An online store is used by Tesla which retails its products online.

- IT systems are embedded in the products of Tesla. The GIS or the Geographical Information System and PDMS or the Product Data Management System are used to enhance the experience of the customer (Wang and Peng, 2020). A feedback feature enables the customers to come in contact with the brand regarding the use of products. The updates in the software are facilitated with the aid of the Product Data Management System.
- The software which is used by Tesla is the Vendor software like the Enoviaa, Flexnet and Catia for the manufacturing and modelling of the cars. The flexibility and competency of Tesla were witnessed when Tesla had built an integrated system within four months. A build-in comparison to a buy system was an indication of Tesla's competence and innovative culture.

Tesla has the vision to accelerate the planet with the aid of sustainable energy. Tesla had initially started as a company manufacturing luxurious electric vehicles which had disrupted the market. The initial company was a niche differentiator. A transition in the strategy had led to Tesla becoming a broad differentiator than a niche differentiator. The implementation of lithium batteries and the acquisition of SolarCity (Teece, 2018). Investment in the automation sector and research sector had become a liability back in 2015 but in the years 2018 and 2019 it had become an asset. The strategy of Tesla is based on product and technology, line of product, the design of the vehicle, engineering of products, strategy of development and manufacturing and distribution of products. The contemporary strategy of Tesla is to focus on the development and research of the models of vehicles which shall sell at an affordable price. This strategy shall enhance and increase the market share. A unique approach is established in the market wherein the company does not focus on the manufacturing of cars at a reasonable price but rather creates a demand for electric vehicles with their compelling design and features. A sustainable approach is used by Tesla in the manufacture and production of the company in automobiles. The strategy used by Tesla is to follow many regulations in the sphere of safety and the emissions released from the vehicle. (Coiro, 2021). Advancements in technology and the use of innovation are done in the management of employees and staff. The experience of the customer is furnished with the online and offline services provided by the company.

Tesla does not deal with franchise dealerships, rather bases its business strategy on sales and services which are direct. Charging stations are being focused on with the need for it in the electric automobile generation. The storage of energy shall be outstretched for businesses and homes.

Emergent Strategies of Tesla

Tesla's strategies are mentioned in its master plan given on its website of Tesla. It included the following points:

- Tesla has developed a strategy to enter the higher unit market (Yan, 2020). They believe that customers are ready to pay for premium cars and new technology. These advanced technological cars will initially cost higher and it is equal to the electric cars (Dana, 2018). Also, higher demand will eventually lower the price of the cars. The company entered the market of luxury cars and they believe that they will win the market share from other models of luxury cars. However, the company was late to enter the market and also suffer from certain technical issues and glitches and could not do business as they estimated. The company bought certain important components from other suppliers but they failed to integrate the parts and manage the suppliers. Later they manufactured and designed their components through in house production and that way the company managed to win the award of the Motor Trend's car in 2013. Also, it was declared the best performing car. Moreover, the operating cost is relatively lower in comparison to other cars of premium quality.
- The company's strategy of in-house producing various important components decreases the cost of operation at the same time the company claimed that it will decrease the total lifetime cost of the vehicles (Chen and Perez, 2018). Tesla gave tough competition by lowering its prices without minimising the quality of the vehicle. The company also upgraded the battery model and they have increased the production and manufacturing of premium vehicles.
- Tesla learned from their previous experience and they focussed on manufacturing the important components by producing themselves. They manufacture almost 80% of

components in their plants and 20% of components were taken from the suppliers. The company focuses on the batteries, drivetrain system, electronic powers, fuse, cables and display and integrates those components most effectively. Earlier the company was not satisfied with the seat cover which was brought from the supplier so the company produces seat belts and seat covers themselves.

- Tesla made a strategy to improve its production line. Further, the company came into a joint venture with Toyota. The company purchased a factory from Toyota and invested almost 1.3 billion dollars towards its expansion and development of a highly automated manufacturing line. They used Alien Dreadnought which uses artificial intelligence that robots can build vehicles faster than humans. Workers are only used for their maintenance and fixing any issues.
- The company planned to leave out the beta production for saving time and cost (Liu, 2021). This procedure was time-consuming and needed almost six months for testing. Further, it was noticed that there were issues relating to the quality.
- Apart from manufacturing cars, the company needs to sell their vehicles to customers and provide services. Unlike other companies, who sell their cars through independent dealers, Tesla sold their products through their owned stores and employed staff who were getting salary instead of commission. Tesla was able to expand its business through stores and discourage dealerships but this policy was against the law and resulted in partial banning of the sale of their cars in various states. As the company-owned electric vehicles have fewer parts so the repairing cost is lower. The company has improved and updated its cars through wifi which has improved the post-sale performances.
- Tesla developed a master plan which included that when the vehicle is not in use that can be used by others. The company has provided options to its customers to select any option whether they are exclusively used by the owner or by friends and family members. Also, it can be used by drivers who are five stars rated. Also, the company had cut a cost relating to factors like depreciation, insurance and so on.

Critical Factors For Strategy Implementation

Tesla made various changes to its strategies and learned from its past experiences. The company underwent various changes in its policies and strategies and various factors bound the company towards the change in strategy. Moreover, these changes showed a positive impact on the company's growth and it won an award for its premium car. Various factors that bound the company to change its strategy and the best way to implement that strategy are given below.

- Tesla believed that the purchasing power of the customer and the demand for high premium vehicles is high and the reason that bound the company to enter this market. To stay in this competitive market company has to develop premium quality vehicles which will satisfy the customer's demand. At the same time, to expand its business, the company can focus on producing low-cost vehicles for customers who cannot afford premium cars although they are ready to pay for vehicles that satisfy their needs and budget (Tisza and Czinege, 2018). Also, strategies can be developed considering the low and middle-income group individuals.
- Due to the inefficiency and costing the company shifted towards inhouse production of important components rather than buying from suppliers. The company needs to employ skilled and more dedicated employees for its growth and to make the production process more efficient and effective.
- Technical know-how is one of the factors for better employment of policies and strategies (Bhardwaj et al., 2020). Tesla adopted a shift from manual production to automated production procedures. Although it witnessed certain flows of automated services. In case of any default complete procedure will be stopped. So, proper maintenance and services should be done at regular intervals. Regular checks by technically skilled professionals to be done.
- Also, a company can develop its production process by properly allocating its resources. They can focus on more research and development activity and find a way so it can speed up their production procedures (Polášek and Danko, 2021). The quality of batteries used in the cars, seats and seatbelts and other important components must be produced more efficiently so that the customers are more satisfied with its quality.

- The company employed sales staff for the sale of its product and they did not employ any dealers. The staff are paid a salary rather than a commission. The staff may shift to another organisation where they will receive salary with incentives and commission and better growth opportunities. So, the company should provide commission and include this in its strategies for retaining its staff. Moreover, due to the non-inclusion of dealers and their direct selling of cars, the company is restricted from selling its products in many regions for non-compliance with the law. So, the company can engage dealers and extend its sale to those parts where they are restricted to direct sales.
- The company should focus and look into its strategy regularly and change as they respond quickly so they get a competitive advantage.

Conclusion

It can therefore be concluded that there are a lot of factors which implicate the functionality and operational structure of the company. There are various strategies which are used to foster the growth of the company. It is very important to understand the objectives of the business. The objectives of an organisation are the determining force which dictates the manufacturing and production process of the organisation. The image of the brand is very important as it places the product in the minds of the targeted audience. Having a sustainable objective with proper ecological goals enables the prospects of the brand. The different tools like SWOT analysis enable the understanding of the strength and weaknesses of the brand. The threats and opportunities are focused on. PESTLE analysis is important to analyse the functioning of the company in a social structure. Analysing the social structure in which the company functions are important to understand the factors which affect the functionality of the brand. The flexibility and adaptable nature of the company ensure the growth of the company.

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