



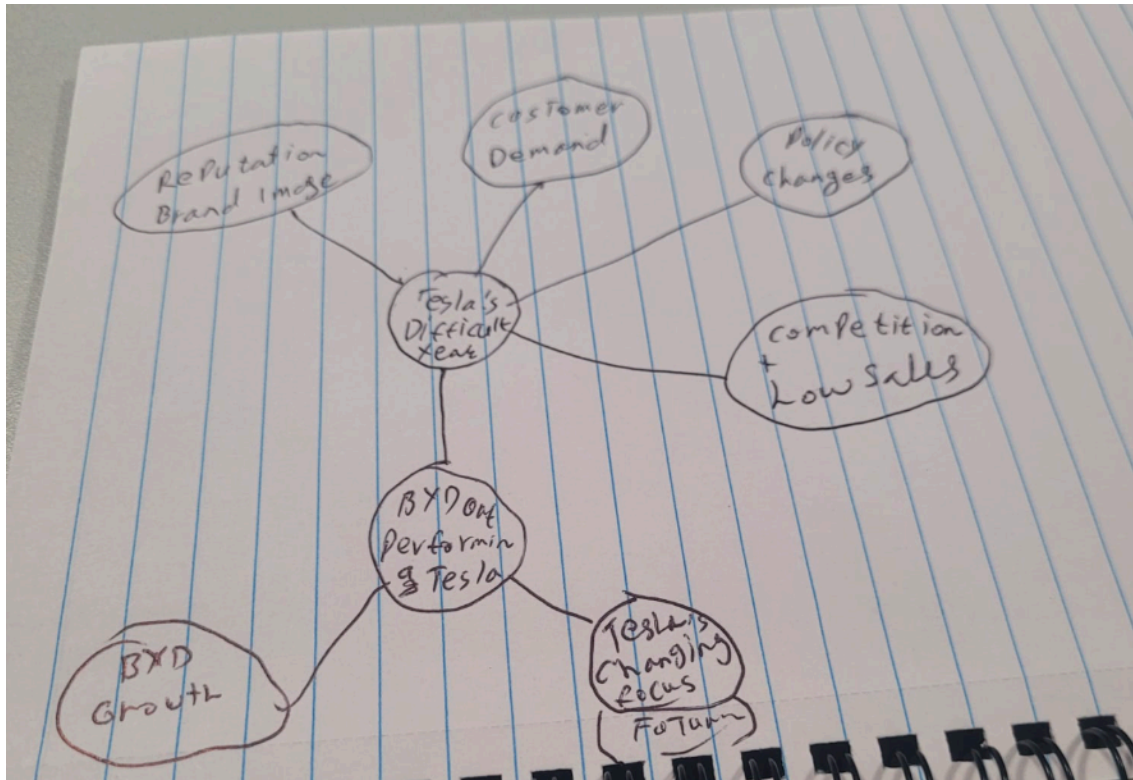
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Date: 06/10/2026

Assessment 1 – Reading Task Template

PART 1: Upload your photo of your A3 in-class notes here:



PART 2:

1. What is the main idea of the whole text?

The point is that Tesla is experiencing a challenging year due to increased competition, decreased sales, shifts in customer demand, and issues with brand image. The text also demonstrates that these pressures can compel Tesla to shift its focus in the future.

2. What is one key point that supports the main idea, and which specific example from the text shows this?

One of the main aspects is that Tesla is experiencing increased competition in the electric vehicle market. One evident case is the expansion of BYD, which is presented as having surpassed Tesla and putting Tesla under greater pressure regarding sales.

3. What is a different key point that supports the main idea, and which specific example from the text shows this?

The other aspect is that Tesla reputation and brand image might be influencing customer demand. The text connects reputation changes of Tesla with less interest of the customers proving that competition is not the only factor that makes Tesla have a hard time.

4. Which part of the text do you think is most important, and why?

I believe that the comparison of Tesla and BYD is the most significant section since it clearly gives us an idea about the way Tesla will shift its market position. The rise of BYD proves that Tesla can no longer rely on its former successful position and will have to make alterations in its strategy in the future.

Reflection:

5. What did you find difficult in this task (including in-class components), and why was it difficult?

It was hard to distinguish between the key points and the main idea, as most of the issues were interrelated, including competition, sales, customer demand and Tesla reputation. Choosing the information that is valuable enough to fit into the mind map was also a challenge.

6. What helped you with this difficulty, and how did it help you?

Drawing the mind map helped me to arrange the information into various categories and see the way the ideas were related. It allowed me to distinguish between the major problem and the supporting examples, like the development of BYD, the demand of its customers and the shifting focus of Tesla to the future.