

Tesla's Development Strategy Management Report

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Through very few products in a very short period, Tesla has gained value recognition far beyond traditional auto giants and beyond the recognition of the auto industry in the auto market with diverse opinions. In the traditional automobile industry that has already entered into stable development, Tesla has brought new developments in the new energy automobile industry and has become a "new force" in rapid growth.

I think the competitive strategy adopted by Tesla in its development is to insist on value innovation, firmly choose the entry point of high-end electric vehicles, which is ignored by the traditional auto industry, and form a "dominant" position after opening the market. Tesla adopts the means of combining technological development and automobiles to make automobiles technologically in place. Nearly 80% of the hardware can be driven by software, and it can even be upgraded in the future to match the latest market demand.

At the same time, Tesla pays attention to the cost issue, controls all the production and manufacturing environment in its own hands, reduces the cost of suppliers, and fully automates the production line to reduce the human cost of employees. The most important thing is to sell by itself. Moreover, it provides after-sales service by itself, and also achieves cost control in the sales process.

But this cannot be said to be a perfect development strategy. In terms of software security, most consumers still cannot fully trust it. Neither the self-driving technology that Tesla is proud of nor the security level of Tesla servers

can achieve it. Within the safety value accepted by consumers, new safety loopholes continue to emerge.