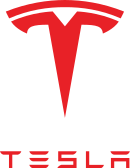
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| **Overview of my TESLA company** |



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Executive Summary:

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**Tesla** is an American multinational [automotive](https://en.wikipedia.org/wiki/Automotive) and [clean energy](https://en.wikipedia.org/wiki/Clean_energy) company. Headquartered in [Austin, Texas](https://en.wikipedia.org/wiki/Austin,_Texas), it designs, manufactures, and sells [battery electric vehicles](https://en.wikipedia.org/wiki/Battery_electric_vehicle) (BEVs), stationary battery [energy storage](https://en.wikipedia.org/wiki/Energy_storage) devices from home to [grid-scale](https://en.wikipedia.org/wiki/Grid-scale_storage), [solar panels](https://en.wikipedia.org/wiki/Solar_panel) and [solar shingles](https://en.wikipedia.org/wiki/Solar_shingles), and related products and services.

Tesla Motors, Tesla was founded in July 2003 by Martin Eberhard and Marc Tarpenning. Its name is a tribute to inventor and electrical engineer [Nikola Tesla](https://en.wikipedia.org/wiki/Nikola_Tesla). In February 2004, [Elon Musk](https://en.wikipedia.org/wiki/Elon_Musk) joined as Tesla's largest shareholder; in 2008, he was named [chief executive officer](https://en.wikipedia.org/wiki/Chief_executive_officer). In 2008, the company began production of its first car model, the [Roadster](https://en.wikipedia.org/wiki/Tesla_Roadster_(first_generation)) sports car, followed by the [Model S](https://en.wikipedia.org/wiki/Tesla_Model_S) sedan in 2012, the [Model X](https://en.wikipedia.org/wiki/Tesla_Model_X) SUV in 2015, the [Model 3](https://en.wikipedia.org/wiki/Tesla_Model_3) sedan in 2017, the [Model Y](https://en.wikipedia.org/wiki/Tesla_Model_Y) crossover in 2020, the [Tesla Semi](https://en.wikipedia.org/wiki/Tesla_Semi) truck in 2022 and the [Cyber truck](https://en.wikipedia.org/wiki/Cybertruck) pickup truck in 2023. In June 2021 the Model 3 became the first electric car to sell 1 million units globally.[[6]](https://en.wikipedia.org/wiki/Tesla,_Inc.#cite_note-1miModel3-7) In 2023, the Model Y was the best-selling vehicle, of any kind, globally,[[7]](https://en.wikipedia.org/wiki/Tesla,_Inc.#cite_note-8) and became the all-time best-selling [plug-in electric car](https://en.wikipedia.org/wiki/Plug-in_electric_car) worldwide.[[8]](https://en.wikipedia.org/wiki/Tesla,_Inc.#cite_note-9)

Tesla is one of the [world's most valuable companies in terms of market capitalization](https://en.wikipedia.org/wiki/List_of_public_corporations_by_market_capitalization). In October 2021, Tesla temporarily became a [trillion-dollar company](https://en.wikipedia.org/wiki/Trillion-dollar_company), the seventh U.S. company to do so. In 2023, the company led the battery electric vehicle market, with a 19.9% share. Also in 2023, the company was ranked 69th in the [Forbes Global 2000](https://en.wikipedia.org/wiki/Forbes_Global_2000).[[9]](https://en.wikipedia.org/wiki/Tesla,_Inc.#cite_note-10) As of March 2024, it is the world's most valuable automaker. Tesla has been the subject of lawsuits, government scrutiny, and journalistic [criticism](https://en.wikipedia.org/wiki/Criticism_of_Tesla,_Inc.), stemming from allegations of multiple cases of [whistleblower](https://en.wikipedia.org/wiki/Whistleblower) retaliation, worker rights violations such as sexual harassment and anti-union activities, safety defects leading to dozens of recalls, the lack of a [public relations](https://en.wikipedia.org/wiki/Public_relations) department, and controversial statements from Musk including [overpromising](https://en.wikipedia.org/wiki/List_of_Elon_Musk%27s_FSD_predictions) on the company's [driving assist](https://en.wikipedia.org/wiki/Advanced_driver-assistance_system) technology and product release timelines.

Products and Services:

**Model S**

*Main article:*[*Tesla Model S*](https://en.wikipedia.org/wiki/Tesla_Model_S)

[](https://en.wikipedia.org/wiki/File:2018_Tesla_Model_S_75D.jpg)

The Model S is a [full-size luxury car](https://en.wikipedia.org/wiki/Executive_car) with a [liftback](https://en.wikipedia.org/wiki/Liftback) body style and a dual motor, [all-wheel drive](https://en.wikipedia.org/wiki/All-wheel_drive) layout. Model S's development began before 2007 and deliveries started in June 2012. The Model S has seen two major design refreshes, first in April 2016 which introduced a new front-end design, and again in June 2021 which revised the interior. The Model S was the top-selling plug-in electric car worldwide in 2015 and 2016. More than 250,000 vehicles have been sold since December 2018 (when Tesla merged production numbers for the Model S and Model X).

**Model X**

*Main article:*[*Tesla Model X*](https://en.wikipedia.org/wiki/Tesla_Model_X)

[](https://en.wikipedia.org/wiki/File:Tesla_Model_X_100D_1X7A6736.jpg)

The Model X is a [mid-size luxury crossover SUV](https://en.wikipedia.org/wiki/Crossover_(automobile)) offered in 5-, 6- and 7-passenger configurations with either a dual- or tri-motor, all-wheel drive layout. The rear passenger doors open vertically with an articulating "[falcon-wing](https://en.wikipedia.org/wiki/Falcon-wing_door)" design. A prototype Model X was first shown in February 2012 and deliveries started in September 2015.[[93]](https://en.wikipedia.org/wiki/Tesla,_Inc.#cite_note-cnbc20150903-94) The Model X shares around 30 percent of its content with the Model S. The vehicle has seen one major design refresh in June 2021 which revised the interior.

**Model 3**

*Main article:*[*Tesla Model 3*](https://en.wikipedia.org/wiki/Tesla_Model_3)

[](https://en.wikipedia.org/wiki/File:2021_Tesla_Model_3,_front_11.10.21.jpg)

The Model 3 is a [mid-size car](https://en.wikipedia.org/wiki/Mid-size_car) with a [fastback](https://en.wikipedia.org/wiki/Fastback) body style and either a dual-motor, all-wheel drive layout or a rear-motor, [rear-wheel drive](https://en.wikipedia.org/wiki/Rear-wheel_drive) layout. The vehicle was designed to be more affordable than the luxury Model S sedan. A prototype Model 3 was first shown in 2016 and within a week the company received over 325,000 paid reservations.[[51]](https://en.wikipedia.org/wiki/Tesla,_Inc.#cite_note-Hull_2016-52) Deliveries started in July 2017.[[94]](https://en.wikipedia.org/wiki/Tesla,_Inc.#cite_note-Tesla4Q2016final-95) The Model 3 ranked as the world's best-selling electric car from 2018 to 2021,[[95]](https://en.wikipedia.org/wiki/Tesla,_Inc.#cite_note-Top20Global2020-96)[[96]](https://en.wikipedia.org/wiki/Tesla,_Inc.#cite_note-97)[[97]](https://en.wikipedia.org/wiki/Tesla,_Inc.#cite_note-GlobalTopEVs2021-98) and cumulative sales passed 1 million in June 2021.[[6]](https://en.wikipedia.org/wiki/Tesla,_Inc.#cite_note-1miModel3-7) The vehicle saw one major design refresh in September 2023 which revised the exterior and interior.

**Business Plan**

Flow Chart:

If electric car produce more

Tesla company earn more dollar

Build a mid to high level car and solar system

**Sales and Cost statistics:**

|  |  |
| --- | --- |
| Year | Sales |
| 2019 | 300,885 |
| 2020 | 442,562 |
| 2021 | 911,242 |
| 2022 | 1,247,146 |
| 2023 | 1,739,707 |
| Q1 2024 | 369,783 |
| Q2 2024 | 422,405 |

Figure

**Model of cars visualization:**

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