

Tesla in Indian Market : Derive Strategies to be profitable

You can use following questions to plan the framework

About Tesla

- What is Tesla ?
- Company size
- What was their revenue model ?
- Customer analysis
- Product Analysis

About Current Scenario

- Key competitors
- Socioeconomic factors faced by Tesla
- Position of Tesla in market compared to other competitors
- PR and Media
- Market Size and Position

Do Failure Mode Analysis about Tesla entering Indian Market

(Do Profitability framework study, Understand their revenue model and Customer acquisition strategies)

- Estimated Market Size
- Competitors in Market
- PR or Media reputation
- Socioeconomic causes
- Business Decisions to cope up with the market demand
- Inhouse or Outsourcing strategies
- Estimate when can we become Profitable (Estimated Breakeven Period)

What could be done differently ?

- Imagine you are a key decision maker for Tesla, What strategy would you recommend to make the Tesla acquire huge market share and be Profitable