



## **Kirirom Institute of Technology**

### **SE Batch 8**

#### **Purposive Communication**

Team members:

Huy DaraPichchan

Pich Rachana

Deth Sreyleak

Thorn Theanlay

Ven Channa

Seng Sophal

#### **Proposal Summary**

## The Earth's Savior

Drive safe. Spend less. Save the environment.



Since the first discovery of gasoline, people have been using it for refueling vehicles for transportation. For more than a century, people have been using scarce resources like oil and polluting the environment with carbon dioxide emissions. This causes the price of gasoline to rise rapidly which is not affordable. So, how to deal with these problems?

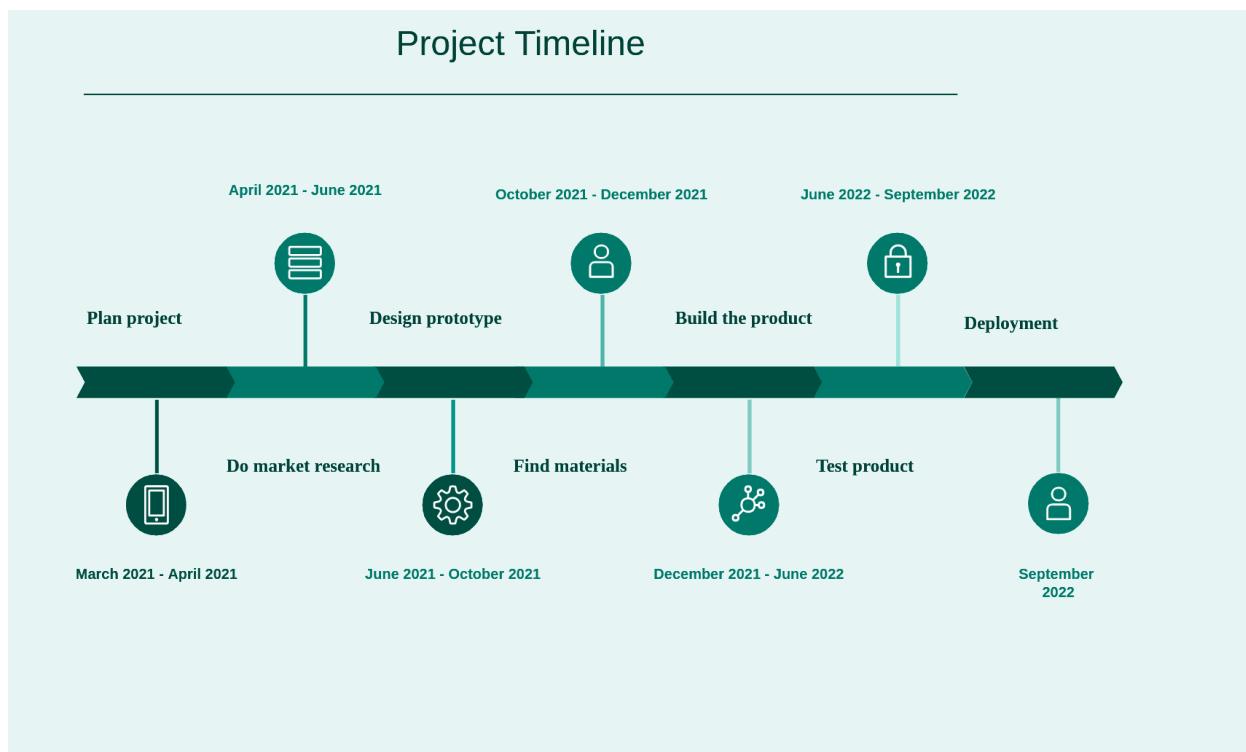
According to the problems stated earlier, They may change people's minds to start to care about the environment, and we know that vehicles play an important role in their daily lives especially cars. They want a car that can help them to transport quicker, eco-friendly and also help them to save their money.

This is where Tesla Electric Cars come to the stage. Tesla Electric Cars are known as the green energy favorite car with the high performance, innovative technology plus the modern design that is both eye-catching and favorable by all car users. It's easy to drive because it can accelerate from zero to 100 km an hour in 3.1 seconds which can save the time of traveling too.

Model X is a very comfortable car with no motor noise and the air suspension gives you a smooth ride. The coolest thing about this car is that it uses a rechargeable battery which can be recharged at the charging station for free. You can run a gas vehicle to empty and restore it to 400 miles of range with a five-minute refuel. Electric cars generally are better for the environment than traditional gas-powered cars. Teslas don't require petrol, so you can say goodbye to the filling stationTeslas, forever.

Let's start saving the environment and your bonus cash by purchasing a Tesla Model X.

## Project Timeline



### Timeline (1 year 6 months 7 days)

- Plan project (1 month)
- Do market research (2 months)
  - Find competitors on the market
  - Create persona
  - Research about market size
- Design prototype (4 months)
- Find materials (2 months)
- Build the product (6 months)
- Test product (3 months)
- Deployment (7 days)

# Meet the team



## Huy DaraPichchan

Chief Executive Officer

Huy DaraPichchan is currently a CEO and project manager. He is responsible for managing the company's resources and communicating with clients and investors. He is also involved in requirement gathering with the technical team. He had experience in marketing for 1 year and engineering for 3 years at Tesla. Before joining Tesla company as an engineer, he graduated from the Massachusetts Institute of Technology in the US in 2016.



## Thorn Theanlay

Chief of Research and Development

Thorn Theanlay is responsible for the end product and analysis of automotive manufacturers' products. He had experience Researcher and business analyst from KIT for 4 years. Development of Business model in San Francisco 2 years. In 2013, He analyzed and invented the electric car into the market and the first successful electric car made its debut.



## Ven Channa

Chief Design Officer

Ven Channa is responsible for overseeing all design and innovation aspects of a company's products and services, including product design, architectural design, graphic design, user experience design, industrial

design, and package design. Before joining tesla she had worked in one company for 3 years. She had experience in this field for 6 years.

## **Pich Rachana**

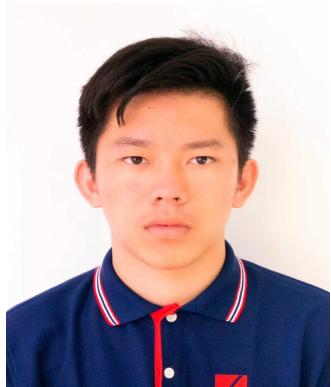
Chief Marketing Officer



Pich Rachana is responsible for planning, developing, implementing, overseeing the plan and execution of an organization's marketing strategy and ads. Some of the duties may include market research, pricing, product marketing, marketing communications, and public relations.

## **Seng Sophal**

Senior Engineer



Seng Sophal is a senior engineer in the infrastructure, testing and modeling departments, with more than 7 years of experience in Engineering. For my work now I'm working on the testing process and also designing new models and software.

## **Deth SreyLeak**

Senior developer



Deth SreyLeak is a senior developer in Tesla. She is responsible for performing coding assignments, reviewing code work, code testing, creating and implementing design plans analyzing code segments regularly delegating tasks to team members keeping up-to-date with industry trends and technology developments. She has more than 5 years of experience in the Artificial Intelligence field like self-driving

technology and automation . Prior to joining Tesla as a senior developer, She graduated from the Massachusetts Institute of Technology in the United States in 2017.

## **Target Audience**

-Key demographics

- Age range:25-50
- Gender:50% male, 50%female

-Key psychographics

- Want a vehicle that looks nice and also eco-friendly
- Love to travel
- Want to look stylish and modern
- Strongly values the global warning

-Challenges

- Finding a car that is both modern and eco-friendly
- Need to save money, but also need lots of transportation

-Prefer channels

- Follow the modern technology
- Look for the latest technology vehicle on the internet

-Preferred channels

- Follow Tesla on social media
- Watches the review on Youtube
- Follow technology today

-Prefers content type

- Article
- Video

## **Competitor**

- Direct competitors: Volkswagen is the company that is likely to compete in the electric vehicle race with Tesla because of their new releases of ID.3 and ID.4 which are relatively on par with Tesla Model S.
- Indirect competitors: BYD is a Chinese car manufacturing company that is so promising when it comes to electric vehicle production. What makes this company less threatening than Volkswagen is because it is a Chinese-only company.
- Substitute: Hyundai and Toyota are the less threatening amongst all since they are not focusing on electric vehicles so much instead they are just producing reasonable price cars for the third country like Cambodia.

Tesla taps into a new kind of electric automobile market, as it introduced a performance electric automobile, a vehicle that previously did not exist within the automobile market. However, Tesla is competing with much larger companies that have additional products in their portfolios, such as Volkswagen's motorcycles and Toyota. Tesla can tap into this opportunity by introducing an electric motorcycle and possibly a high-performance, all-electric supercar.