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| STRENGTHS  1. Innovation - ontwikkeling van technologieën voor energieopslag, digitaal en auto's.  2. Strong performance and growth — marktleider in elektrische auto's in de VS. 3. Brand and marketing power — krachtig merk maar tegen geen tot lage kosten van marketinguitgaven.  4. Strategic partnerships - ecosystem of partners.  6. Elon Musk — the gifted entrepreneur and pioneer. | WEAKNESSES  4. Batteries — elektrische voertuigen zijn afhankelijk van mineralen die snel worden gebruikt met nog niet veilige alternatieven. 5. KANS — if Elon Musk walked away what would happen to Tesla.  7. Capacity— om toch een consistente productiecapaciteit te bereiken. |
| OPPORTUNITIES  1. International markets — — groeimogelijkheden in China en Zuid-Amerika.  3. In-house Battery Production — eigen productiefaciliteiten voor batterijproductie veiligstellen.  4. Expand ecosystem — uitbreiden ecosysteem van oplaadpunten door middel van partnerships en/of acquisitie. | THREATS  1. Competition — Grote wereldspelers investeren agressief in de productie van elektrische voertuigen.  3. China — concurrent heeft een sterke positie op deze kritieke markt en China ontwikkelt merken van eigen bodem.  4. Lack of critical resources — beperkte minerale hulpbronnen en een groeiende vraag van andere autoproducenten kunnen productieproblemen veroorzaken. |

STRENGTHS

1. Innovation - development of technologies for energy storage, digital and cars.

2. Strong performance and growth — market leader in electric cars in US.

3. Brand and marketing power — powerful brand but at no to low cost of marketing spend.

4. Strategic partnerships - ecosystem of partners.

5. Design of cars and customer experience — leading design focus across products and customer experience.

6. Elon Musk — the gifted entrepreneur and pioneer.

OPPORTUNITIES

1. International markets — growth opportunities in China also South America.

2. Mid Market Products— develop a broader range for mid market pricing.

3. In-house Battery Production — secure own production facilities for battery production.

4. Expand ecosystem — expand ecosystem of charge points through partnerships and/or acquisition.

5. Corporate Fleets — align deals with corporate fleets (requires mid market products).

6. Government Incentives — work with broader set of governments for incentives on electric vehicles.

WEAKNESSES

1. Manufacturing problems— Tesla has been plagued with numerous production problems.

2. Asia/China — Amazon has yet to prove itself in Asia.

3. Financial Performance — Tesla has a high debt to earnings ratio and has only recently made profit.

4. Batteries — electric vehicles rely on minerals that are rapidly being used with as yet not secure alternatives.

5. One Man Show — if Elon Musk walked away what would happen to Tesla.

6. Market Focus — spreading its focus into a diverse set of market sectors rather than consolidating volume.

7. Capacity—yet to achieve consistent production capacity.

THREATS

1. Competition — Large global players are aggressively investing in electric vehicle production.

2. Liability Penalties — significant pentalities could be due if the court cases go against Tesla.

3. China — competitor have strong foothold in this critical market plus China is developing home grown brands.

4. Lack of critical resources — limited mineral resources and growing demand by other car producers could cause production problems.

5. Substitutes — alternative solutions may be used to tackle congestion and pollution e.g. sharing economy.