Table of Contents

**Section**

**1.0 Introduction……………………………………………………………**

**1.1 Established brand’s Profile and History…………………………**

**1.2 Established brand’s product ………………………………………**

* 1. **Customer profile …………………………………………………….**

**Reference list ……………………………………………………………….**

**Images of Established Brand’s logo and product ……………………**

1. **Introduction**

Our aimed established company gets the inspiration from Telsa. Our company name is LightTravel. Our aim is to release a feasible product which mimic the Telsa product Model S. Our competing advantages are as follows. First of all, it will help to save money as it is an electric-driven vehicle. Secondly, it will improve transport efficiency as high technology has been added to modify the car. Last, since it is mass-producing, its price will be relatively low and beneficial for customers to afford it. This report will state the Telsa company’s background and our product’s advantage as well as target customer.

* 1. **Established brand’s background**

Telsa is an American automotive and energy company. It was established in 2003 by a group of engineers who don't want to compromise to drive electric.In 2008, Telsa launched the first automobile product Roadster and Model S as the second product was launched. At present, Telsa has a large number of electrine car model that rely on the belief caught a large number of customers which has built a giant brand loyalty.

* 1. **Established brand’s product**

In recent years, diverse technologies have contributed a remarkable improvement not only in artificial intelligence but also in new energy and material field. However, the market doesn't integrate these technologies very well as people can see. Model S is at its growth stage, the sales are increasing each year, and apparently a product which is in accordance with the customer's needs will become a perfect choice for them. Although Telsa has built a substantial customer's loyalty, the product is rough. Auto-traveler users artificial intelligence which is safer and not only in navigation like products but also in real driving. The only driver needs to do is to tell the driving assistant the place you want to go, then the auto-traveler will access the traffic network auto to choose a clear and near record.

* 1. **Customer profile**

Our customer belongs to successful women and men. Those successful people, love travelling and don't want to play attention to driving. The people mostly reside in city and the people who really care about climate should have a look as well. In addition, our target consumer includes who wants to have a comfortable driving experience and automotive Interior and the people who want to have an efficient way to their destination especially in large cities. The consumer who buys our product live in accordance with simple and efficient life norms.

**Reference list**

Tesla official site, viewed 7 May 2019,

<Tesla.com/about>

**Images – logo and product**



