One possible solution for the case study analysis of Tesla Model 3 could be as follows:

**Analysis:**

**Idea generation**: Tesla identified the need for an affordable electric vehicle and incorporated customer feedback in the design of Model 3.

**Product planning:** Tesla leveraged its technology and design expertise to create a unique, high-performance electric vehicle.

**Product development:** Tesla focused on incorporating advanced features such as autopilot and over-the-air software updates.

**Product launch:** Tesla used a direct-to-consumer sales model and created buzz through social media and referral programs.

**Product management:** Tesla continuously improves Model 3 through over-the-air software updates and offers extended warranty options.

**Marketing & Sales:** Tesla leverages its brand and the Model 3's impressive performance and features to generate demand.

**Strengths:**

* Customer-focused design and product development.
* Innovative direct-to-consumer sales model.
* Continuous improvement through software updates.
* Strong brand and customer referrals.

**Weaknesses:**

* Limited dealership network.
* Dependence on a single product (Model 3) for a significant portion of sales.
* High upfront cost, which may limit accessibility to a wider audience.

**Improvement areas:**

* Expansion of dealership network to increase accessibility.
* Development of more affordable models to expand the target audience.
* Focus on marketing to raise brand awareness among potential customers.
* Diversifying product offerings to reduce dependence on Model 3.

**Impact:**

* Expansion of dealership network would make it easier for customers to purchase and service their vehicles.
* Development of more affordable models would increase Tesla's target audience and increase overall sales.
* Increased marketing efforts would raise brand awareness and attract more customers.
* Diversifying product offerings would reduce the company's dependence on Model 3 and increase resilience against market fluctuations.